



Survey Details:

Online Survey Duration – May 1st to May 31st, 2020

Total response received: 483

Goal of Survey:

Three potential development patterns for a future downtown are introduced here. Each of these draws from a menu of land uses that balance community desires and development realities, and each has its own unique character. The goal of the survey is to gather community feedback on the way each pattern handles streets, public spaces, land use and building form so that a single pattern can emerge that reflects the community's vision.

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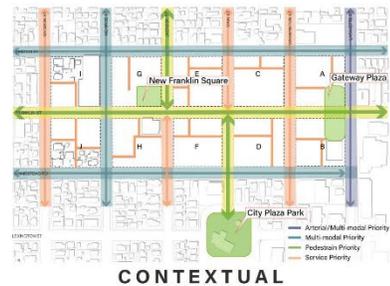
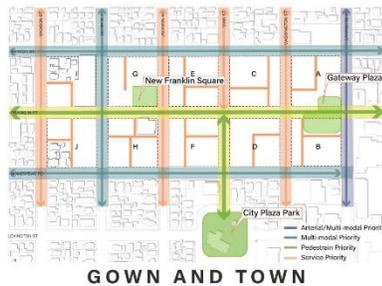
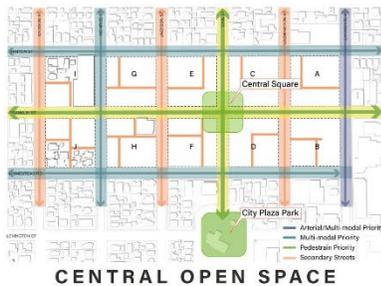
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- Demographics categorization of participants
 - User group in relation to Downtown
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- List of all written comments provided in the Survey

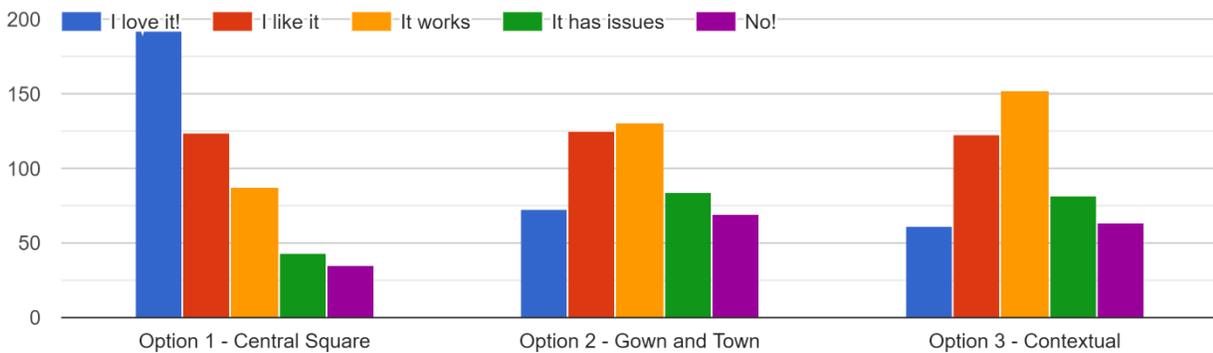
Framework Questions:

Question 1: What Pattern of Streets and Public Spaces do You Prefer? The pattern of streets and public spaces is the starting point for creating a new downtown. Please rate these patterns.



Response:

The pattern of streets and public spaces is the starting point for creating a new downtown. Please rate these patterns.



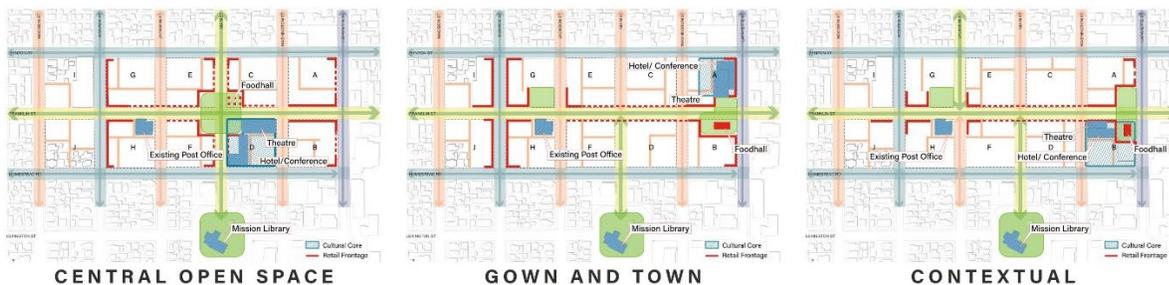
Summary of Written comments:

Total Comments received: 383

- 70% comments are for walkability access to and within downtown.
 - Huge buy in for pedestrian priority streets.
 - Pedestrian safety and experience . Accessibility by walking, biking and transit was key concerns.
 - Many people supported for non driving options.
 - Public realm with active street front, shade trees, public art and outdoor seating areas.
 - Big support for shared parking strategies like in Campbell and Palo Alto

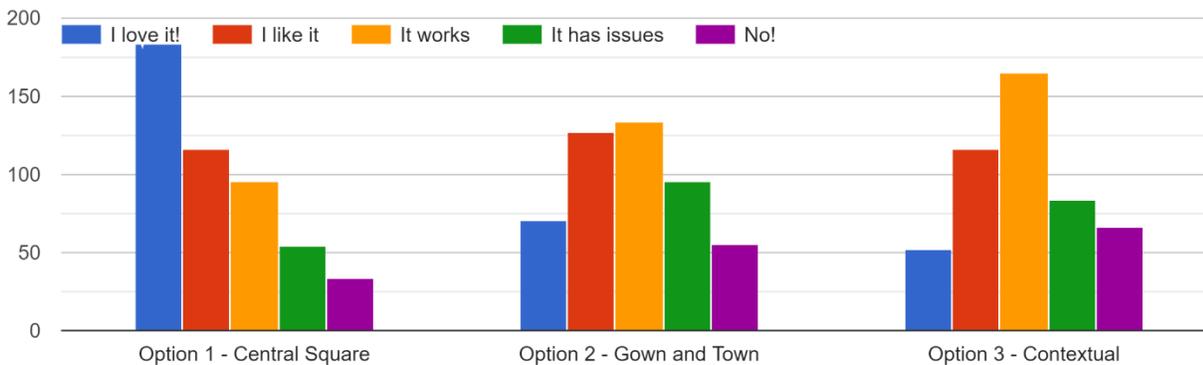
- Huge support for central gather space with taller buildings or taller buildings closer to university
- Affordable retail and diverse retail options are popular
- Support for cultural partnership with Santa Clara University
- Sensitivity towards preserving existing historic fabric within the site context, building upon the historic fabric.
- Very limited but strong concerns about student housing being part of downtown.

Question 2: What Pattern of Cultural and Retail Activation do You Prefer? Where along these streets and around these public spaces should cultural life and activity be concentrated? Please rate these patterns.



Response:

Where along these streets and around these public spaces should cultural life and activity be concentrated? Please rate these patterns.

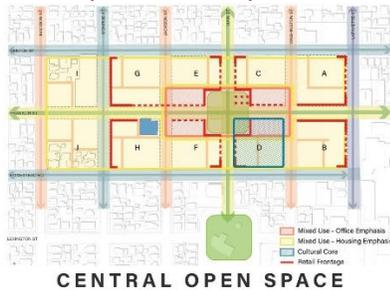


Summary of Written comments:

Total Comments received: 326

Written responses in this section is quite a repetition of option 1. People are very focused on a mix of retail, ground floor activation and pedestrian environment. The concept big and small retail footprint to provide affordable options, night programming and outdoor seating are popular.

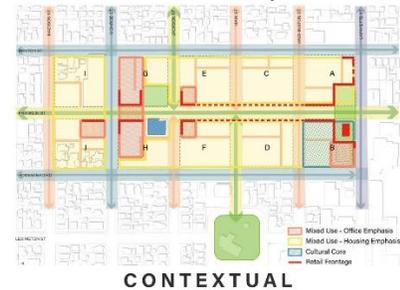
Question 3: Choose Your Pattern for Land Use Mix. Downtown is envisioned as a mixed-use place, where shops, cafes and restaurants, hotel and offices, and different types of housing are all there. Each of these patterns emphasizes certain “land uses” in different areas. Please rate these patterns.



Stronger central core at intersection of Franklin and Main Streets with public space A Downtown with a strong central gathering space at the intersection of an active main street (Franklin) and cultural street (Main).



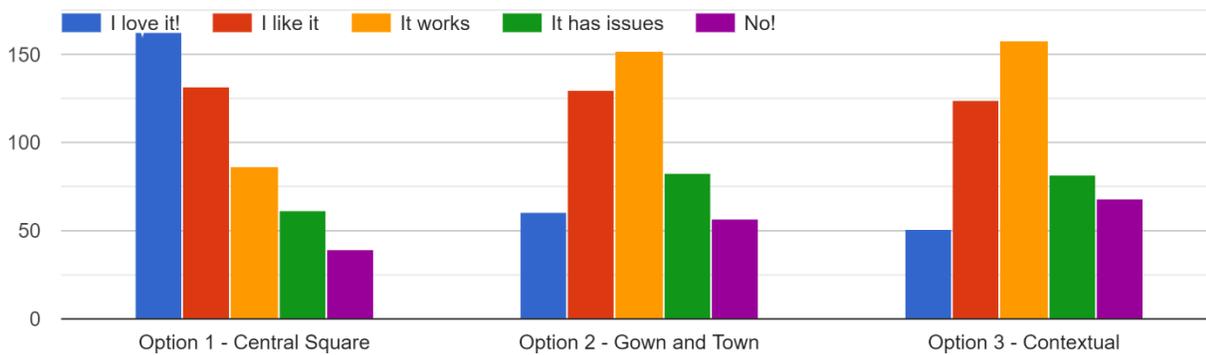
A Downtown catalyzed by a cultural and entertainment hub supported by students and University-related development (gown), and a community or civic hub around the historic post office.



A Downtown defined by taller buildings along the new Franklin Street, and lower buildings along Benton and Homestead, “stepping down” to the scale of the adjacent neighborhood.

Response:

Downtown is envisioned as a mixed-use place, where shops, cafes and restaurants, hotel and offices, and different types of housing are all there...ses” in different areas. Please rate these patterns.



Summary of Written comments:

Total Comments received: 287

The comments in this section are pretty much a repetition from Question 1. Focus on pedestrian oriented environments. Many more people like the office in the central core and some support office on Lafayette closer to university.

Below are some additional comments that build upon questions:

- Over 60% comments support mixed of land use and densities. Some selected voices are questioning height and density.

- There are two contrasting voices, one supporting housing and another supporting office. Good Balance. Some concern for any office space in downtown are related to current SIP. Voices again office are slightly higher than voices again housing.
- Multiple suggestions of building affordable housing outside the downtown core.
- A lot more comments on type of retail they would like to see here.
- Preservation of existing businesses
- There is a lot of comparison between shop and office spaces. They want more shops and less office
- Mix of land uses to attract different costumes and vibrancy. 14 hour downtown with night time activities for all ages.
- Handful people complained about a student and university centric downtown. How SCU has been insensitive to historic fabric of downtown and taken over the entire neighborhood.
- Better implementation of ground floor retail compartment to project on Monroe and Benton

Question 4: Choose Your Pattern for Building Heights. While overall building heights are expected to be seven stories in order to be market-feasible, taller building elements can be arranged in different ways, to ensure that downtown is compatible with the neighborhood, to make sure streets have a human scale and public spaces get plenty of light, and for other reasons. Please rate these patterns.

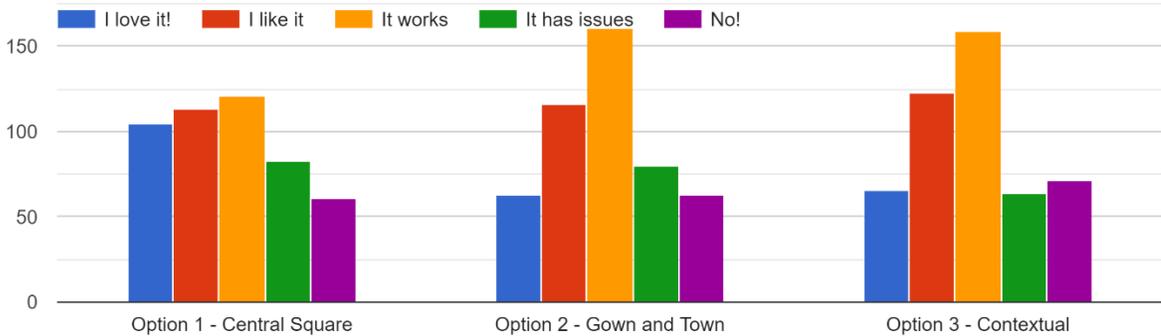


CENTRAL OPEN SPACE
Stronger central core at intersection of Franklin and Main Streets with public space A Downtown with a strong central gathering space at the intersection of an active main street (Franklin) and cultural street (Main).

GOWN AND TOWN
A Downtown catalyzed by a cultural and entertainment hub supported by students and University-related development (gown), and a community or civic hub around the historic post office.

CONTEXTUAL
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While overall building heights are expected to be seven stories in order to be market-feasible, taller building elements can be arranged in differ...and for other reasons. Please rate these patterns.



Response:

Summary of Written comments:
Total Comments received: 311

- Most of the people are comfortable with heights (7 stories as median) and want them to be more distributed. Their concerns are with access to sunlight and Franklin feeling like a dark tunnel, if the height is focused on center. There are equal voice supporting concentrating heights in the center.
- People are in support for higher density to bring economic development to the neighborhood and attract developers.
- There limited but strong voices against height beyond 4 stories. 7 stories seem like a sweet spot for majority of people.
- There was a lot of discussion on architectural style to make height more acceptable. People don't want mission style architecture.

Question 5: Of all the considerations discussed thus far, what do You want to make sure takes place in the near term? The City of Santa Clara owns most of the land in the eastern end of the site. We believe this is likely to be the first part of downtown to develop. Look at each Pattern and let us know which one includes the uses at the eastern end near Lafayette Street that would be a priority for near-term development.

NORTH WEST VIEW



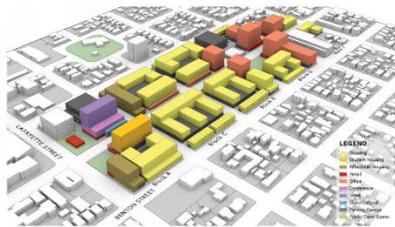
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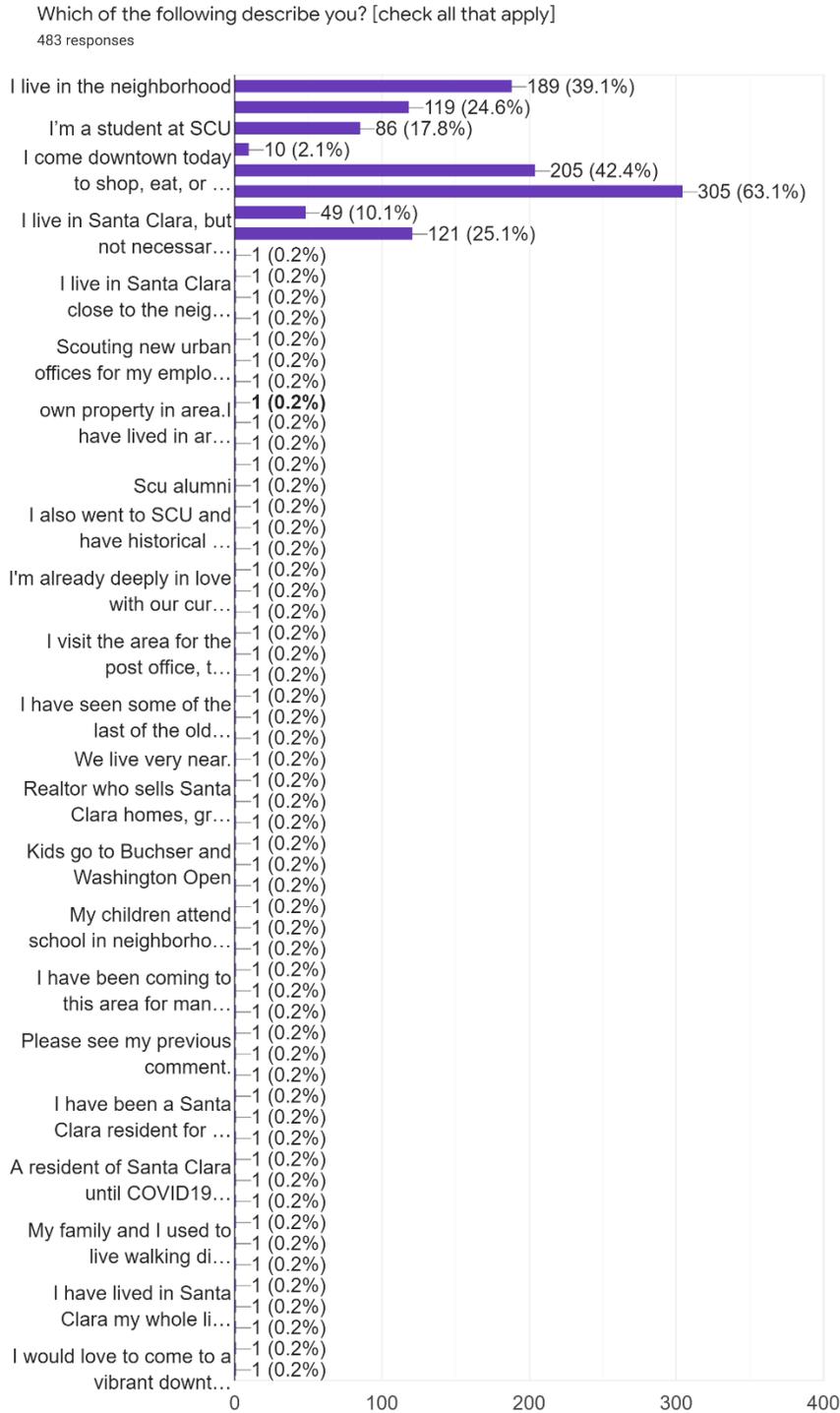
Response:

Summary of Written comments:

Total Comments received: 311

- People diverted towards option 2 and 3 understand the near-term realities, still a strong support for option 1.

Demographics categorization of participants:



Residential Zip Code of participants:

Total responses: 483

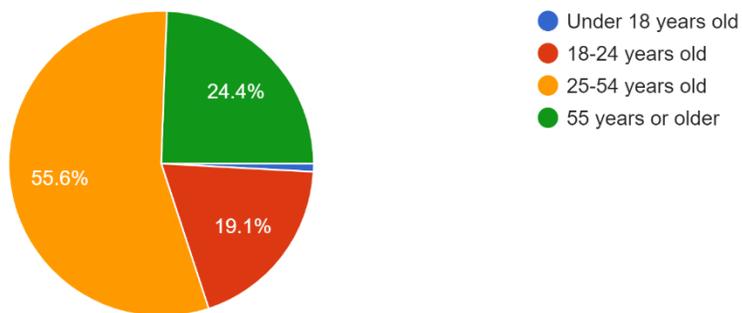
Site Zip Codes (95059) :430

Other Zip codes: 53

Age of participants:

Age

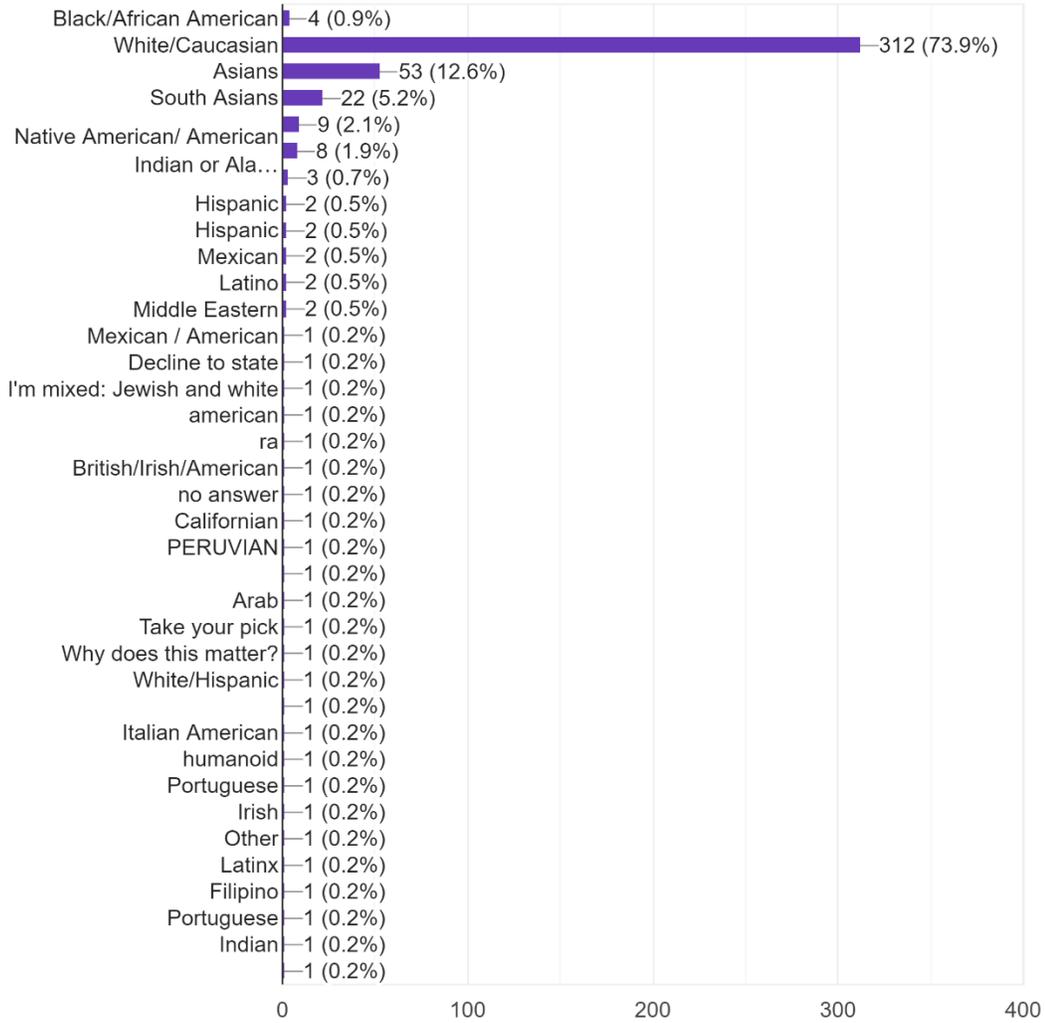
471 responses



Racial mix of Participant:

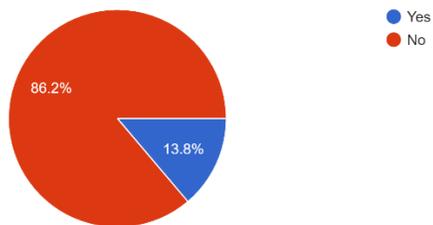
Race (Please check all that apply)

422 responses



Are you Hispanic/ Latino?

442 responses



List of all written comments provided in the Survey

Tell us in your own words what matters most to you about the pattern of streets and public spaces downtown.

Keeping nature in mind and involved. SCU is a very environmentally sustainable college and culture, student will not want to visit if it looks like cement without plants etc.

1. Intuitive for visitors from out-of-town. 2. Ability to easily block off streets for larger gatherings/events with minimal disruption to residents' traffic habits.

It would be interesting if a central square could be incorporated in the contextual layout

Free parking relatively close to businesses, but also allowing for easy walkability to the local park and residential communities

I especially love downtowns no cars driving through so that people can walk safely down the plaza.

Safe access, open gathering spaces.

I Prefer the European central square concept. The larger the better

Maintain at least some areas of relative calm and quiet for university

Your examples should include scale. How far apart these streets? I think Central Square is best at creating a walkable area.

That the redevelopment of this area is done to attract outside pedestrian visitors to the retail and cultural offerings. Plan it so it could be like downtown Los Gatos, but with the proximity to the University it could be also vibrant like Palo Alto or a very clean Berkeley.

Stepping down is bad because height limits are bad. Build more skyscrapers (clapping emoji)

The best part of downtown would be a strolling area filled with restaurants and small shops

I like the gateway plaza as it will encourage students, faculty and staff to venture off campus. I would like a pedestrian priority street to lead up in the image (as in Option 3).

I prefer restriction of traffic in order to promote walking, biking, and gathering.

Most space dedicated to walking, biking and buses and least space to private cars and parking

I prefer the Contextual approach because of the pedestrian priority compared to the Gown and Town option. Additionally, I prefer the Contextual approach more than the Central Square idea because it allows more flexibility for pedestrian priority traffic rather than having the bulk of it coalesce in one intersection.

There should be multiple parks, and alleyways should roughly connect with one another to smooth direction-finding.

Ease of driving and no one ways.

#2 and #3 have separate ends with parking which is ideal. The affordable housing in #3 seems to be missing in #2? I also like the respect of height to neighbors having to look towards the new downtown.

I prefer more open space, student AND faculty housing, a nice shopping area with good restaurants, and very few large buildings.

Accessibility

I like the incorporation of the cultural vibrancy of Santa Clara University into the city's plans.

I think that all of the current options work, but what matters to me the most is room for pedestrian activity.

Contiguous pedestrian quality

Open space for pedestrians is a priority!

Access and connection to the University

That they are walkable and inviting.

ready access to parking in each quadrant, and spacing out the affordable housing throughout the options.

Wide sidewalks for walking and slow streets that allow access to all blocks.

Creating a sense of place and identity that encourages community engagement and can be a center for civic activity such as festivals and community celebrations. Very concerned about the downtown being heavily geared toward student housing and/or activities. Retail space needs to be developed appropriately for success including proper frontage, tenant space depth and storefront window height (15" or so). While the downtown needs to have appropriate urban densities, I would be concerned about traffic circulation.

Anything to thoughtfully tie the University to downtown will be welcomed. With faculty, staff and commuters cutting or engaging with the campus, having a thoughtful pedestrian connect way will only drive support for future stores, restaurants and activities.

preserve as many of the Victorians as possible

I like more housing and retail space and the two separate hubs

large wide sidewalks

i like a big open central area surrounded by shopping on either side. one big central area in the middle is good

I like that you have somewhere to go to and from in the 2nd and 3rd options - it creates a nice path for people to follow, not just a destination in the middle. I also think there is a lot of value in pedestrian spaces, so keeping cars on the periphery is best.

Open space, preservation of historic buildings, a scale that suits the neighborhood, and some potential for income generation without becoming "Santana Row"

Downtown's community "open space" should be centered toward the City Plaza Park. There should be full retail ("Retail Frontage") along Main Street to City Plaza Park.

Pedestrian safety

Easy for pedestrians to get to major points of interest with minimal street crossings

Efficient use of space, the highest and best use of the space.

I like the larger gathering/ open space. I like the taller buildings center and stepping down. It is important to preserve buildings

A central gathering spot will distinguish Santa Clara from MV, PA, and other downtowns. Taller buildings lining a main commercial boulevard will allow visitors a quickly realize where the "it" place is. Also, tree-lined streets are a must to provide shade and beautify the area.

You need a main thoroughfare lined with restaurants and retail shops. Sufficient parking is needed for an influx of people. Get rid of the theater. They are outdated and a waste of space. There are other nearby options. No hotel is needed.

I would love to see a central square like the option 1, but more open green space (i.e. across from the post office). I don't think student housing should be included in the plan, but if it is - it should be on the Lafayette side, closer to the University. I like the idea of having a cultural center and theater. And, I would like to see less office space and MORE retail/restaurant space. Retail/restaurants at the bottom of ALL the residential, all along Franklin Street. Just like a downtown (think Campbell, Los Gatos, Los Altos, Santana Row). This area should resemble Santana Row. It has been VERY successful both in retail, housing, restaurants and entertainment (all on a small land mass). Santana Row also looks good and feels good when you are there. It is a destination!

Retail on the ground floor, housing/office space above. Walkability, with parking garages on the outside edges.

Build a live downtown first where the land belong to the city which it has control, then expand.

Intersecting Franklin and Washington streets historically have been a central gathering space for the town until it was demolished. With the purchase of these easements this year by the city —we can reopen the space to a expanded larger farmers market, SC parade and street dances, Live music, concerts in the plaza etc. surrounded by our historic homes, university, parks and landmarks. Given social distancing pedestrian friendly streets and wide sidewalks become even more important

All streets should be safe for pedestrians and cyclists

Ability to access public transportation as well as bike and walk friendly

I'm worried that the central square would be really crowded with all the focus at the center. I think Contextual gives good access from all directions..

No high rise buildings!

A central point that is easy to walk around in without the worry of crossing busy streets to see other shops and restaurants

A place to gather. A place that attracts shops and restaurants.

All of these designs are hard to conceptualize as to what they will mean in real life. They all seem similar.

wide sidewalks, attractive architecture, clean streets, plenty of light,

Keeping the existing Post Office and Victorian Houses. Having a new large public parking garage so that neighborhood parking is not affected by the new development. Keeping the new buildings as short as possible. If they must be tall, using the step down approach near any existing residences. Adding mostly retail and restaurant or food hall space. Having public open space. I don't see the need for a conference center, hotel, or theater. It is important to consider traffic flow in this area, especially for parents and students going to the many schools in this area. The intersection of Homestead Road and Lafayette Street is very dangerous and should have a traffic light with a turn signal for turning from Lafayette Street onto Homestead Road. I would not add more traffic to that intersection.

Given that the area is bounded by Lafayette and Homestead, and has El Camino to the north, I want it to be built around an easily walk-able area, and by focusing on a full cross design will allow for easier parking and access around the edges while making specific areas for people to walk through the center, all centered around what I would hope would be a 4-way crosswalk as a perfect place to center marquee businesses.

sight-lines to and from nearby open spaces for safety and visual connectivity

accessible restaurants and entertainment on walkable streets.

More pedestrians and bicycles. Fewer cars.

It should become an area with a lot of pedestrian streets, outdoor cafes, restaurants.

Santa Clara needs to still feel like Santa Clara - a lovely little small-town oasis in contrast to the giant city unfriendly impersonal amoeba that is San Jose or smelly dirty and crowded San Francisco

No glass and steel architecture. Classic, traditional, beautiful. Don't reinvent the wheel.

Things must remain accessible for all, including those with mobility limitations. Parking (especially limited) on the edges automatically excludes those who would like to participate, and even more so those who would like to do so independently. All of these look like the same old thing every other city is doing, and all of those are exclusionary.

There is very little open space - no sidewalk setbacks, yards, etc. Mainly tall buildings right up to the sidewalk. Doesn't seem very friendly.

Less housing density and fit into the current neighborhood. Also like more green space. Concerned about the mixed use portion.

Something that draws people towards the downtown naturally, that has natural flow

Easy parking is a must. Somehow direct commute traffic to not be a nuisance to the residences and restaurants.

Pedestrian access and open space

Central shopping with restaurants. No more housing - we're already too crowded. Neighborhood-centric - not student-centric.

Management of traffic flow. Low speed limits maintained. Adequate parking. No chain restaurants or shops.

Maintain small town feel, decrease over population

More pedestrian streets with central square

It needs to flow and not be choppy. It should be as open as possible making it a truly centralized venue.

Maintaining original and historical buildings while folding in a strong cultural/entertainment core is key. Modernizing Santa Clara doesn't require abandoning some of its charm. Bringing in a theater, preferably one like Alamo Drafthouse for the kitsch factor, would be fantastic, as well as unique retail and dining options.

I like the taller buildings on the interior and lost of open space around the post office. I would like to you to consider having Franklin Street be extra wide to accommodate an expanded farmer's market. Parking is important to me. I like that this plan saves more Victorian homes.

While I say that the contextual one works, I mean that I like it significantly better than the other two options which both are pretty problematic. I like the parking being on one street not on both. It feels as if the traffic flow will be better that way. It could be chaos if the parking is on both streets. We prefer the taller buildings in the middle and decreasing in size. The Contextual choice has a variety of housing which is good. It protects more Victorian houses. It seems to protect a larger space around the postoffice though we wish it would have a much better/more charming plaza there. You should consider a larger "mini" park there so that people can congregate for events. It still feels a little overwhelmed by tall buildings. I recommend seriously considering enlarging that plaza and decreasing the height of the buildings around the postoffice area.

Generally, all of the plans feel a lot more "big building" than we would have expected for this area. It doesn't exactly fit from a design esthetic. I get it that it's hard to tell from the block diagrams, but it feels as if it's not going to match the Victorian nature of the Old Quad. That would be a huge shame. But the contextual version at least tries to limit the most egregiously high buildings to the center. And

we do understand that there's a need to find the right balance so that the buildings can survive from a market perspective. My hope is that the buildings closer to Homestead and Jackson will be a little more esthetically pleasing and will attempt to blend into the rest of the Victorian neighborhood. Ideally all of the buildings will try to be charming. In the past, Santa Clara didn't do a very good job of building pleasing structures. There are some incredibly ugly buildings in that area, including the tall structure on Homestead and the buildings on Lafayette. One might think that people could consider the area a bit better when they approve buildings. I realize that all of these buildings were built well before the current design team, so I'm hoping you all have better taste lol.

We are very concerned about parking and traffic flow. We live on Jackson and already because these are old homes without decent garages (since there weren't cars when they were built) we all have to work together to find parking near our houses. We do that gladly and with a neighborhood spirit. And we don't mind the extra traffic for the Farmer's market. It's a reasonable amount of people and the cars don't stay for huge amounts of time throughout the day. However, if you don't build big enough parking structures, people will start trying to overflow into our neighborhood for significant hours. If we then have to do neighborhood parking permits that will affect our ability to have friends and family over. That would be a "least preferred" option, but might be the only choice if appropriate parking planning isn't done. Somewhere I read on the website that you wanted to encourage other ways of getting to the new downtown and therefore weren't prioritizing parking but that feels unrealistic given how Santa Clarans tend to get from place to place. They use cars, not mass transit. I'm not saying that's good. But that is the current state of affairs. Please don't make unnatural assumptions in your planning. If you do that, it will deeply affect the neighborhood which will also have longterm ramifications, such as people moving away from the old quad and those neighborhoods becoming more rental/airbnb than the vibrant family neighborhood that it is today. I think it would be in everyone's best interests if the "downtown" was an enhancement to this area not a burden to it.

Finally, we need to ensure that pedestrians are safe. Already, when we cross at Benton and Jackson and then again at Lafayette and Homestead, cars don't seem to realize that pedestrians have the right-of-way. There are numerous dangerous intersections around this "new downtown" rectangle. Please as you move forward with design, include a plan for traffic lights and/or open pedestrian footbridges at regular intervals on Benton, Monroe, Homestead and Lafayette. This will both protect pedestrians and in the case of additional traffic lights slow down traffic to again ensure everyone's safety (including bicyclists). It's my belief that designing in these types of structures now would be the most cost effective and also could be the most esthetically pleasing.

NOTE: I think I've been answering all the questions at once. So, I'll say that I like the idea of a Central larger plaza and I do like that there's a line between the Central Plaza and the Park near the library ... I think that's pleasing... but there are so many other problems with that design that I don't think it's viable. My ideal situation would be to include the Central Plaza in the Contextual design because you don't have enough green space in any of the designs. If you did that, it might be worth it to have some of the structures closest to Franklin street be even one more floor high if that would help with the financial decision making.

I think I like better the options with two plazas / squares rather than one, and I like when the "pedestrian priority" arrives from four directions rather than three directions (as in option 2). I like that they are offset (Jackson/Main) in option 3, as I suspect that will reduce the risk that car traffic on Jackson turns into an obstacle for pedestrian traffic along Franklin.

Pedestrian priority and pedestrian access.

No car access so there is plenty of walking area that is safe.

ease of getting around WITHOUT congestion

Easy access to shop and pedestrian focused

Open gathering space for outdoor events

I don't really want to see taller buildings in that neighborhood. I would like to see a downtown that similar to Campbell's or Morgan Hill. Obviously, this area is smaller , but I want it to be similar to that. A scaled down downtown, small city downtown feel. Also, a downtown that is pedestrian friendly is most important to me.

Downtown should have lot of pedestrian friendly road. It will great idea to have parking structure near all entrance where people can park their cars and later walk in downtown. Pedestrian way should not be just one street or major street it should allow free movement within downtown. Dedicated lanes for bikes, electric scooters and skateboards.

Pedestrian connectivity between neighborhood and retail. Logical circulation path for pedestrian traffic between retail and plazas/parks

easy access from all sides. lower buildings near current residences. higher buildings near existing commercial facilities.

Accessible and variable options. Lower rent retail that promotes sustainability. **LOW INCOME HOUSING.** A true feel and respect of the Old Quad while utilizing space more efficiently with some taller buildings. Space that encourages neighbors to be neighbors.

Prefer a grid, with a little auto traffic as possible through the downtown.

Being inviting to the whole community - people with cars, without cars, young to old, with lots of money to spend, with not that much money to spend.

Option 1 is my favorite for shopping and one Central Park!

a cohesive, inviting nucleus of living, dining, culture and recreation where pedestrians and residents of Santa Clara don't have to battle traffic

Old town feel; meeting plazas; mix of restaurants & retail.

No high density housing. A great space with parking nearby with great restaurants, retail and entertainment with easy walkability and bike lockers. Please also consider adding a very much needed grocery store such as a Trader Joe's if they are willing.

There should be lots of open space. No to high rise buildidngs.

Don't take out the fountains I grow up in that area and it's really nice to have walking space and for everyone to have at least that where they grow up and always come back to.

Pedestrian emphasis, central area free of cars

Greenery, and beauty from every angle

I like having a central square with lots of accessible shops and restaurants. Also making, bike access available, and limited the speed limit to preserve a community feel.

I like having two different plazas/parks at different parts of the layout. And I like the jog from Main to Jackson as a pedestrian priority street in Option 3 rather than a straight cross pattern like Option 1.

Staggered setbacks on Franklin, plus residential parking spill-over onto Homestead, Benton, Jackson and Monroe

Maintain historic feel

Needs to be unique. Not chain stores you find everywhere. For entire community not just university.

This survey would make sense to students about to graduate with an "Urban Planning" degree. Most people are not going to be able to properly assess this without spending hours coming up to speed on multiple disciplines. For me, it is like asking which form of cancer you want to die from, or what color tennis shoe do I want to wear to the prom. A choice, but not really a diversity of choices.

Warm feel, unique shops, local restaurants. Open space to sit, walk or bike. Mature trees. Sidewalk cafes.

Pedestrian priority road is the most important factor for a downtown. If we need to worry about vehicles when walking with my family, I would reduce my time staying in that area.

I would like to have a scattered downtown instead of a central hub to avoid traffic bottlenecks.

Having a strong central core is important because that is something needed for Santa Clara.

I like the step down design of keeping taller towards the university and stepping down to scale of the neighborhood at Benton and Homestead.

Great restaurants, not commercial, but family owned, so it is more of a community feeling. Also, gated play grounds for the young children to play. Even in the area where there is hotel, office space and community meeting areas. We need our play grounds to be kept in pristinely cleaned and safety for our children and the families watching our children.

Flow is best for walking, biking, students, adults and businesses.

walk-ability

mixed use all throughout - this will encourage people to engage with all of the downtown area, and not just a specific corner or street.

For me, I think that Franklin Street needs to be the jewel of this effort and how this fits with in the neighborhood

spaces to enjoy outdoors, student housing concentrated for safety
It must be easy for motorists to understand what streets are drivable and go through. In this regard, option 3 presents challenges in navigation.
I would love a walkable downtown area adjacent to the Santa Clara University campus with night life, dining, and cultural centers.
Space to attract visitors but not overwhelm traffic on Lafayette St and Monroe St.
We like a main street that can bring the most amount of people to the businesses in the "downtown" a central area for events such as farmer's market and festivals.
A combination of "Gown & Town" and "Contextual" would be great, so the new downtown blends into the neighborhood while also serving a useful need.
center square is more localized and can see it as a main thoroughfare for pedestrians and outdoor boutique type restaurants and retailers
It should feel like a destination. Someplace you actively want to go, rather than a place you might stumble upon.
Connection between downtown & SCU's Franklin art walkway
Separation of cars and people/bikes.
ease of pedestrian access from each direction.
Option 1 provides a heart to downtown with an option of easy and direct overflow to the library.
I like the connection of the library plaza to the new downtown area, and the clear connection to the campus as well.
preserving historic architecture; creating public spaces - central as well as long streets for people to hang out (markets, music, cafes); local businesses - functional; no fast food. mixed use housing. links to university but not over emphasized.
Creating more than one core open space is key -- it would allow a true corridor of useful walking space.
traffic flow
Pedestrian priority and safety
Not wasting another Billion Dollars like Santa Clara did on the Stadium
Flow of Traffic
Open areas for sitting and walking, easy to navigate
I like the feel of a central gathering place, with a scene in the middle that attracts most student-congregation!

I think the idea of a downtown centered around a hub.

No risk of cars. Easy access from local area. Simple parking.

I think having pedestrian priority surrounding the foodhall would allow people to have areas to sit outside and eat food with friends. Placing the park near the food area would also be smart for additional seating and lounging.

The downtown should feel open and inviting.

I like the break up of public spaces and the availability of them.

I like two public vs. one public space + like the public spaces being on the edges.

A natural flow with interest points distributed across the grid

Emphasis on walkable and access to places to socialize and shop

A walkable street with very wide sidewalks and outdoor eating areas. Trees. A park once mentality.

Being able to walk around from small business to small business, more like downtown Campbell and Los Gatos than Santana Row.

Interior streets narrower like downtown Los Altos. Wide sidewalks. Trees. Corner open areas with seating. Outdoor seating in some spots if we ever get anymore restaurants.

Central square, no buildings >2 stories other than immediately across from University.

People movement to exciting places. Squares that people actually will use. Large center hub likely needs regularly planned activities (festivals) to draw people. Otherwise a big dead space (unless a garden or park or recreational area)

I think I like the idea of two smaller squares more than one large one, and I would like as much pedestrian-prioritized area as possible

I like having more public park space. I believe the more we can have the better

Different areas to go where there are still a lot of people

As a student, I would prefer the Gown and Town pattern, as it offers a long strip of retail for students to walk along. This way, foot traffic is spread out and not one area will become too densely used during peak hours.

They are walkable!

Pedestrians and bikes first! They should be allowed long, uninterrupted stretches of travel

More pedestrian sidewalk.

Cultural and entertainment space

It would not make sense nor would it be cost effective to demolish the existing apartment complex as indicated in Central Square first option. Thus extending Main Street from Benton to Homestead. Money would be better spent on creating a downtown.

Open spaces with green surfaces, and access to retail and small business.

I am in strongly favor of removing cars from Franklin street entirely and making it a pedestrian mall. Making it a bike connection from the Caltrain to the Monroe St. bike lane would also be an exciting opportunity.

I don't think public space along Lafayette St works. It's not an attractive place to hang out due to traffic on Lafayette.

Option 2 seems to have pedestrian priority streets that are cut off, while the other two extend through the area, making it seem more fluid and approachable. If option 2 had its layout, but had the street pattern of option 3, I think this would be more enjoyable as a pedestrian.

Simetric pattern is better and makes customers to walk through all streets easily.

What matters is that the Downtown Community Task Force (DCTF) didn't get to review this prior to this survey being sent out. This is entirely premature.

Central open space is preferred, and at this point it seems that Franklin Street can't be more than a one way street due to the apartments and development that obstructs the street.

Walkability, easy access

Central location for us to walk easily and has the feel of the old downtown.

Small capacity streets that prioritize safe & fast travel by walking & bicycling. No epic concrete plazas for parading your armored vehicles, just smaller public spaces where people actually want to play, with law-enforcement to prevent abuse of the commons by homeless / gangs / off leash dogs.

It should be at least as easy to get around in the area as it is today - by car, walking or biking, or with public transit.

That it is NOT over crowded with buildings.

open space for public gatherin; shops, restaurants that residents can walk to draw people to downtown; minimization of traffic on Benton St

I like the idea of a central area where we can still have a farmers market.

A farmers market area with a centralized park is good. And late 1890 to early 1900's style

First let be realistic. Is there the political will and funding to remove or significantly modify the Central Park Apartments which all three of these options require. Because of this, reestablishing the streets

and alley suggested here is probably a non starter. It looks to me like the consultants are wasting our tax dollars on impractical ideas.

Please, please. As a resident of Main St. & Benton, do not tear down the park central apartments to reconnect main street. It makes absolutely no sense. We don't need to go "cruising" through the downtown. Actually, I think the downtown would be better if it was more like Walnut Creek and didn't have car use at all in certain spots.

Something similar to downtown Campbell where there are many food, entertainment and retail options with housing above. Should not be above 3 stories anywhere along main streets. If buildings are too tall, will feel dark and gloomy.

My biggest concern with Options 2 & 3 is that the more significant new open space is along what is the busiest road. It doesn't feel like that'd be conducive to be a gathering place. I like the Central Square in Option 1 because I think it offers the most flexibility in terms of how it can be used given it's the largest/most central area.

Walkability, accessibility, and safety.

Creation of critical mass, combining residential and retail, so that the area comes alive

I love as much pedestrian priority street space as possible. Seems like these pedestrian priority streets foster the most opportunity for green space, seating, and outdoor gathering space. I understand the idea of having a Gateway Plaza public space...a nice way to welcome people walking from SCU and driving from other locations. However, I do not like the idea of having this public space so close to a main arterial like Lafayette Street...way too loud, busy, and sketchy.

I like downtowns to be tight knit and together. Not spread out.

It should include a sensible flow of traffic.

Leave the streets alone. I don't want construction going on all the time. I used to be able to rollerblade down Benton, but because of the construction of those ugly new condos across from Franklin Mall, it was hard for a while. I almost fell going by. Some very nice houses and older buildings got torn down because of these ugly condos. I miss them. Also, crossing Monroe at Benton is confusing and dangerous now.

One open pedestrian north to south

Walkability and safety

I would love to have a central street with cute boutiques and restaurants. I would love to have outdoor gathering place.

That it's easy to get from one place to another, that the layout makes sense , easy to walk in from outside the area.

The overall feel of the space should be contiguous from a Retail perspective. People must feel inspired to walk the full extent of the area without feeling like there are natural breaks.

Green space matters most to me

a center point
That there are restaurants and social gatherings there.
lack of confusion.
No blockage of intersections. More areas for cars and people to move.
Spread out the traffic
walkability and bike-ability are very important to me.
good mix of sustainable businesses, approachable by foot.
Hopefully, visitors entering/leaving our new downtown will use Monroe or Lafayette Sts. and not the smaller, residential streets.
More affordable housing
Parking! The idea that Everyone will ride a bike or take the train is ludicrous
A street pattern that promotes the movement of people and vehicles with a minimum of congestion.
Would like it to be as close to the original as possible
Walkability and a green space that are easily accessible
I do not want any home owner or business owner pushed out with lowball offers for their property. They have first right to be in the new development and nothing should be taken from someone who doesn't want it.
Open pedestrian friendly spaces with one way roads. Low buildings with a village like feel. Lots of trees and landscaping.
I live on Benton and Jackson, so the most important thing for me is that the Downtown Precise Plan Area has excellent bicycle and pedestrian facilities. I really like the Franklin Square pedestrian mall, and I think that future concepts should prioritize open spaces and active transportation amenities over vehicular capacity.
Cancel this "Santa Clara Downtown" idea!
Good restaurant's, bar's , night life , bakery , deli ,pedestrian walkways and music
A activated grid with short walk-able blocks. Lots of variety at street level rather than large "fortress" buildings.
A central corridor with lots of street level customer focused activation. No "dead areas".

Parking is always an issue. I've heard it said that we want a Santa Row. You can't park there!
Walking on Jackson necessary to encourage peaceful Farmers market. Retail area with trees on Jackson needs pedestrian thoroughfare.
I prefer the open green space at pedestrian priority streets on all sides.
Pedestrian friendly. The business can operate into the sidewalks. Feeling like a community. Inclusive of the neighborhood surrounding the downtown. Easy access via all modes of transportation.
I like being able to navigate the area without too much traffic.
Public safety and access to surrounding streets. Traffic will also be an issue.
I prefer a Central Square. The flow of pedestrian traffic is much more fluid north to south and east to west in option 1. The other layouts are too choppy.
We should not be building for the University - the City belongs to all residents.
A central hub that creates a focal point of energy/activity
Accessibility, walkability, easy to get to by public transportation, safe from traffic, the ability to close the space to car traffic if needed.
Residential areas, keeping Santa Clara true to Santa Clara.
walking and existing trees
What matters to me most is a welcoming environment and wide side walks where love music can preform
I like more pedestrian area. I like the center meeting place.
A pedestrian only walking street. Similar to an old European plaza (Barcelona?) Parking and access behind the main pedestrian street so walkers don't have to compete with cars. A small playground area would be nice. A separate dog area would be helpful to. I dislike when dog areas are combined with kid areas.
A defined pattern of walkability with a wide variety of businesses along the path
Having gathering spaces a sense of community and it being easily walkable
Central meeting areas
I am excited about the return of our original grid leading to our city plaza park next to the Mission Library. This will be done in phases with the area closest to Lafayette under construction as soon as possible (NOW). I am excited about our Downtown Santa Clara as a regional destination starting with our modern downtown Santa Clara theater (and parking) at Washington and Franklin. This theater will bring people to our destination now and anchor to restaurants and retail stores. Let's start relocating the state Courthouse now so we may continue in phase 2 to connect Franklin Mall.

There has to be ped access from the North (Benton). Please do not forget that people come from the north of the new downtown.

Franklin street is a pedestrian access only street on the East end, and a dead end on the west end. It currently serves almost no traffic, and with this large redevelopment of the area, it is very possible to design Franklin street as a fully pedestrian street, or a street exclusive between pedestrian and transit.

We have the opportunity to build Santa Clara's own Market Street a la San Francisco, and we should do so.

Keeping a lower profile near existing housing. Keeping new residences in a cohesive area, slightly away from high rise retail and the retail parking garage. Giving new residences as much green space as possible.

Visitor navigation, walk-able so nearby parking, public space is inviting and you want to be there

Good flow of traffic.

Pedestrian priority. Sunshine, not early darkness from tall buildings.

No views majorly obstructed.

That there are easy options for FREE parking and no major housing development.

On street parking

Less business and tall buildings. More for community.

A layout that encourages pedestrians to walk the downtown

There should be a main pedestrian street or pedestrian path loop. Ideally, retail is lined up along this street(s). Obviously, don't route any major thoroughfares through downtown.

Walkability for university students

traffic patterns and easy of transversing

I LIKE THE MAIN STREETS BEING MAIN & FRANKLIN AND NOT BROKEN UP LIKE OPTION 3. IT MAKES THE MOST SENSE TO ME AND EASIEST TO FIGURE OUT WHERE THINGS ARE IN RELATION TO THE HUB.

central point (community area) where businesses of the downtown will be positive..Easy access is also important and designation of 'historical area' when entering either on Monroe or Lafayette side.

That there is a safe place for pedestrians to stroll in the area to enjoy entertainment venues, restaurants galleries etc.

Pedestrians should be prioritized over cars (both internally to the area and accessibility to surrounding neighborhoods)

Pedestrian priority street all the way through the center square.

visitor friendly!

We need more green spaces.. more community gardens, and trees.

Parking

We need housing, but shopomg local is important too so I'm hoping shops with apartments on top is what is ment by mixed use

It should be the original grid with original street patterns. There could be share vehicle and pedestrian access keep the flow moving.

Preserve historical buildings and create a larger plaza area. Also, preserve retail (option 2 is too much housing).

that the street system is logical and has a hierarchy

Having more pedestrian and bicycle routes

lots of room to walk, large gathering/meeting spaces, no car traffic

I really like the plaza on the SCU side. It makes it very inviting to enter the area.

I think that it is easy to get through and around and to see. Additionally that they are well maintained and not become a place for a lot of homelessness

I think a single large plaza will be far more useful for community events.

Don't try to attract offices AND entertainment. Focus on one.

Walkability and lower ht buildings to stay true to the century homes.

Having a central area with dense retail that surrounds. Giving a place where people can walk through the area without large gaps of space that visitor won't have access to such as housing.

Easy pedestrian access to downtown

The streets must be spacious, yet there should be enough space for sidewalks. The streets should be designed to allow people to reach different public spaces without having to walk too much, and the public spaces should all be located near each other.

Connectivity throughout the neighborhood, on narrow streets you can have a conversation across.

Quality of life and attractive living-environment for residents in area.

a place that feels like one is in the central part of the town.

A sense of community, not divided

i like the bigger central green space, could have the farmers market in it. And I like preserving the victorians but not the commerce building.

I love the idea that the university as a hub--and the new downtown as a hub--will be spaced in such a way that each is its own distinct center, though both are very convenient distance-wise from each other. But of course a huge practical concern is to have a sufficient amount of parking.

walkability

Primarily pedestrian, perhaps more smaller public spaces than fewer large ones

A place where there's plenty of places to gather and enjoy scenery and shopping

I see this no any difference than any other massive housing developments that appear everywhere in Santa Clara now. I personally will not call this a down town, let alone any sense of community. Whose community? A community to the new residents who is rich enough to afford living in these new

housings. Maybe a community to the university students.

I will cut housing development out because it only benefits few individuals not the city wide residences. I will replace them by a lot more retails, open public resting/gethering spaces, farmer's marke, skate park, bike lances, open landscapes, another parking garage,

I prefer a place that is walkable, I don't mind parking my car further away and then walking to the destination. I also like the idea of having a large central square in the middle of downtown.

Blending with the neighborhood

Centered around pedestrian priority.

More pedestrian friendly streets, easy vehicle access to parking garages/lots at periphery of "downtown"

One Main Street with retail and dining along it with parking lot or garage close by and 1-3 cross streets with the same amenities (think downtown campbell, Los Gatos, saratoga, Higuera St in San Luis Obispo, Carmel, santana row, Murphy St in Sunnyvale, Castro Street in Mtn View, which are all successful downtown areas!)

There shouldn't be too much traffic around the open spaces. #1 puts too much traffic through the plaza. #2 has too much traffic on just one road in. #3 distributes it a bit better.

A central gathering area with restaurants, shops, etc. surrounding it.

I want to have a large gathering space where no cars are allowed.

Walkability and Bikeability matters the most when I look at the pattern of streets and public spaces downtown.

Making sure there is a major emphasis on pedestrian only areas. Campbell has a pretty good small town downtown, but it would be ideal if there was no parking or lanes along the main strip, making it easy to cross the street back and forth. Parking should be to the sides and perimeter of the downtown, with a major emphasis on walking. I picture the model of Main Street USA at Disneyland.

Centralized square

The larger parks are more important to me.

I like more pedestrian walkways

Easily accessible and walkable, with retail and restaurants close together for walkability with children parking and shops/restaurants

Public spaces, need to be safe for the people, not cars. The most interesting places are ones where you can wonder around, go in and out of shops, sit down at an outside table.

Ease of navigation both for cars and pedestrians.

Atmosphere

I like the idea of having more than one area to encourage a variety of uses and options and movement between them

I like the idea of having more than one area to encourage a variety of uses and options and movement between them

Less housing. Our city is being over run by high density housing

-An 'Island' design. Streets and parking should circle the downtown, while inside there should be only people.

- Right now, Santa Clara has nothing to do for fun. Have lots of small businesses in a highly walkable and pedestrian centered downtown.

- A safe pedestrian space matters most. Keep cars out of the downtown. Pedestrians should dominate the space. Take away all the streets that criss cross the downtown, and leave only Benton, Homestead, Madison, and Lafayette. No other streets should interrupt the space.

- Also, Santa Clara should make huge areas for outdoor seating with lots of trees for shade. The downtown sidewalks should be wide enough for 8 feet wide.

- Put fewer streets in the downtown! The economic principal that businesses are only successful if they're on a busy street is nonsense.

- Do not separate based on ages. Terrible idea. One city, one downtown. Everyone should be mixing.

- The retail frontage should be all along every street.

In option #1, why have a park, at Main & Franklin, when there is a park at Main & Lexington?

Open green space and places to meet and shop with other people. I want to desire to walk around the downtown, and hope that bike/ pedestrian modes of travel are privileged above cars. I don't want to feel closed in by huge buildings.

It should flow well and it should have the buildings located in spots that make the most sense (a giant hotel shouldn't be right on Lafayette, but retail and housing should)

central seems too crowded. I prefer to maintain some historic buildings.

make it walkable. it is currently possible to walk, but it has little appeal.

Keeping the flow concentrated along Franklin as opposed to scattered into neighborhood

It needs to prioritize walking and bikes. Cars can still flow through but people have to want to Walk there

Simple and fun, with lots to do but also lots of gathering spaces for possible live music and other activities.

Ease of access. Easy to get where I want to go from multiple streets

They do not affect the current businesses, farmer's market, and residents in the area. Current SCU students are already having to deal with a lot of construction noises from the big projects on our campus.

Sidewalks, easy to walk around, and meet people

I would like to be able to reach all of the key areas on foot. Having a long street for pedestrians only would be ideal.
I like for streets to lead one place, as in option 1, to emphasize one main gathering area. The streets in the current downtown do not make much sense, so option 1 would be an improvement.
Safety for pedestrians
Safety during all hours and community feeling.
Office space and opportunity for business growth near the university.
I like having multiple public spaces as it allows groups of people to be divided up.
Safety of pedestrians
Preservation of existing buildings - specifically the post office and Victorian houses - and a strong central focal point.
Walkable access to campus/retail/parks is most important, but I don't think use of pedestrian priority areas should be too liberal so that traffic is contained in areas where it is most productive (ie in places people will actually want to walk to).
I care most that there is a central square to gather.
A bigger and open central square seems more appealing and not as spread out (compared to other models).
I want the development to look cohesive. I like the modern look of buildings and I want them to serve a purpose but I would like them to blend into the surrounding community.
I like the classic one way streets that lead to a main attraction/focal point
Accessibility
Centralization and pedestrian access
MORE BIKE LANES EVERYWHERE
Frequent opportunities to cross the street on marked crosswalks create a strong pedestrian presence on the street. Including several community gardens, pocket parks, seating, public art, murals, wayfinding, and year round concerts as well as events, etc.
Less cars, more sidewalks, local businesses in the square (vs franchises), showcase space for local artists, a big gathering space that's walking only, healthy-food eateries, landscaping with flowers/greenery.
That there is affordable rent for small businesses to make the shopping centers unique. That parking is not problematic. That the centers offer something for everyone, not just for college students, or retired folks.
NO CAR PARKING LOTS or any infrastructure for cars - this puts pedestrians and cyclists at risk and kills the walkability of the plan
Safety, easy to find what you are looking for
Good pedestrian and bicycle access

It's impossible, in my opinion, to reach a park or a square if it is surrounded by heavy traffic. It's chaotic and noisy.

Good public transit access and walkability in the downtown area.

Ability to reuse in many different ways for events, festivals, parades, open markets, etc.

Walkers friendly

Lack of traffic and smaller independent shops. Please don't give chains another set of store fronts.

Public transport so that you don't need to bring ur car and create chaos. Pedestrians allowed only

I think that we do need some sort of large airy open space but would really like to see the addition of smaller, quieter, more serene spots off of the busy streets that the stroller could happen upon serendipitously.

Pedestrian walkways should not be too narrow-- go for the Mountain View Castro Street model rather than the Santana Row congestion. Public spaces are an integral part of the Santa Clara way of life.

What matters to me is having a pattern that is most conducive to adequate parking, at least a 2-level parking garage, above or below ground, at a good intersection (perhaps Lafayette and Benton?) with well-designed traffic flow so that lines don't form on the street to get into the parking garage.

Just want to make sure the downtown spaces are convenient for pedestrians and won't have heavy driving traffic in the areas.

I like having a central hub of activity around a landscaped square. We don't really have that in Santa Clara and it's different than the strip malls everywhere else. I like the fact that it brings the town and gown together. I'd really like the City to put attention to making the landscaping and building streetscapes artful and unique way that is distinct from the boring/bland buildings that are populating much of Silicon Valley. Maybe an attention to landscaped alcoves, mini squares, and niches that restaurants, cultural activities, etc. can populate outside. Just be sure that it's not boring streetscapes.

Downtown needs as much open space and pedestrian only areas as possible. Of course with ample parking because our public transportation is atrocious.

Sufficient parking to support retail and restaurants; disabled access to all buildings through front door and sufficient elevators;

like the tall buildings on the new Franklin St and lower elevations on Homestead and Benton

More pedestrian priority, and the preservation of historic homes and buildings. I also prefer housing to office space.

Easy flow, options to close it down to car traffic to allow pedestrian flow, retail spaces

I think that it needs to be a destination (i.e., central square) so that you are guided to a specific location. I think the destination locations need to be on the main street. You cannot rely on the pedestrian to meander too far off the main street.

I like the idea of a downtown being in a cluster, not separated. I like walking from shop to shop, with restaurants in-between, a movie theater, art gallery, etc., and open space with beautiful landscaping. I do think a hotel or movie theater, or something similar on a large scale, should be on one end, but I do like the "foodhall" to be central to the area. Outdoor sitting areas is also very important to me.

Having a town square seems like the most community building option. The way the streets work also looks the least confusing to drivers.

Accessibility from SCU

I would like the original street grid returned without the park in the center. Franklin and Main can (as it has always done) be a gateway to Santa Clara's first Park - City Plaza Park. Space is at a minimum and Franklin and Main should be a retail area for outdoor dining and people-oriented development

No traffic or congestion. East parking.

A mix of retail, housing, entertainment and hotel --- not a bunch of offices

many meeting points

Walkability and cohesion. Thriving hub of retail and entertainment, without having stores/restaurants/entertainment venues too spread out.

as a Santa Clara University community member, the thing that is most valuable to me is having more cultural entertainment food and retail options around the university campus. One of the things that I think promotes a negative Greek life focused student culture at the University is the absolute lack of anything nearby to do. I like option one the best since it seems to have the most development of that kind of stuff, especially the integrates the university with the rest of the community

The plans seem to be simply playing with maps. There seems to be no reason for anyone to go downtown. It appears to be mostly housing. Why should housing be there?

A more clustered but open atmosphere

Less traffic congestion and cars on the roads. I prefer that cars be banned or limited on the core if it is a central open space.

Large pedestrian priority areas

I love the idea of having a central square, a place where everything is centered around. Option 2 is appealing because of its cultural and entertainment focus.

Having a big central area of green space is attractive and a draw.

traffic flow, ease of access

Easily walkable, pedestrian and bike friendly

centralized space to create a central meeting spot and buzz

Don't make driving downtown awkward. It is already difficult for pedestrians to cross in certain areas. Please don't make it worse.

a connection to the university that makes sense is sorely needed

A useful number of retail shops and restaurants

Maximizing the number of residential units should be a top priority. More people living in the area will make it more lively.

Ease of travel by foot & parking convenience

I liked that the cultural core is not in the middle

short, straight, walkable blocks in a grid pattern are best.

I like the fact that all three options open up the former Franklin Street alignment. I chose Option 2 because I think having something facing Lafayette will draw students, faculty, and staff into the downtown area. Option 3 could also work in that regard.

I like the split because it separates garages and leads to a good connection between SCU campus and the downtown area

Pedestrian access as well as ease of driving.

A central open space. Closing off of the crossroads on weekends to vehicular traffic.

I like easy places to walk

The gateway invitation to the public spaces.

The first option seems like the least intrusive overall but I am not sure about putting everything in one place. I think the third option is nicest, since a pedestrian priority street will be by New Franklin Square.

one more street added

It should be simple and straightforward for both pedestrian and vehicle traffic.

the preservation of the character of the older homes and buildings

That it's safe to cross the streets. Right now, crossing from SCU to Togo's - even with the current crossing - is a GREAT risk to your life!!! I have seen FIREFIGHTERS and POLICE run the light when pedestrians are crossing!!!! Make it safe!!

access

I like that the pedestrian priority streets are perpendicular to each other, I think this makes everything flow better and can become an easy space to socialize.

I like the feel of the way it is now. Born and raised here. I don't want to see the old town feel go away and all modern and housing. Old town residents won't be able to afford the housing anyways.

Having a central space that's the priority of the development might focus on making one area great and bring a lot of people to gather there. Once people want to go downtown, it'll be easier to get the demand for businesses and developments. Options 2 and 3 are good but they scatter the retail, and having two "ok" places to walk and hang out sounds significantly worse to me than a single great place to go to.

Also, I do like having the current open area in the Franklin square we have right now. I think people would prefer to have both the central square and the Franklin square as open areas instead of just one.

Tell us in your own words what matters most to you about the mix of building types and building heights downtown.

You definitely don't want tall buildings right on the street, it will make the downtown feel crowded, and you'll be blocking a lot of natural sunlight from different spots, which is what a lot of people come to California to enjoy. 7 stories is a little excessive, the smaller the buildings the better. You don't want this to feel like a mall, you want it to feel like a town that has entertainment and stores in it.

I would really like buildings slightly higher than those around the general region.

I don't have a strong opinion.

Like the building heights to build to the center

I like that contextual does not concentrate as many tall building close to other tall buildings.

Seven Floors in the center will assure a density that provides enough residents or daytime occupants to enliven the area, and keep them here instead of watching them drive to another location for their social engagements . Density is the key to enlivening a district. See comments about Redwood City above-- a very successful transformation of a previously dead downtown. They got rid of much surface parking and brought in many apartment units instead. Now people drive there from San Mateo and farther away to enjoy the nighttime and weekend activities.

More tall buildings imo. However, it's bad when overly grid shaped streets become cold wind tunnels at night.

I feel the taller buildings will be better away from the central throughfare and entrance from the university as these will make the downtown less inviting for pedestrians.

I would like to see lower-height buildings along Franklin St. to transition from east to west. From train station to "downtown" steps up as you move west.

Higher intensity land uses are better for economic development and will allow the city to capture more revenue to finance low income housing.

I do not prefer building heights of 7+ floors to be located centrally in a downtown. I believe they should be located near the edges to allow for more sunlight and wind/breeze through the center of the downtown.

Denser along more larger roads.

Low heights to maintain a cozy vibe.

I think the residents would prefer to not have to look at tall buildings directly next to them. The affects from light and shadow would also be less intrusive on the homes.

No building more than five floors

Taller buildings make it less personal

Limiting the height of buildings is a good idea to help protect the city from an overly urban feel.

I think gradual change would be the best

I prefer high-rise away from the main streets.

shorter spaces toward existing residential will keep it from feeling overwhelming. Benton and Lafayette and Franklin and Lafayette corners are better for taller/large buildings.

The high buildings should be along the main road and scatter where appropriate in context to the surrounding structures.

I think lower buildings proximate to residential and higher buildings in the central area makes sense.

Not too many very tall ones

I like the tall buildings more spread out and not grouped too closely.

having higher buildings more frequently but spread out will give a look and feel of bigger city, super cool

I like lower buildings. I don't want to feel like I'm in a crowded skyscraper landscape. I would prefer mainly lower buildings with a few higher, if necessary.

Whatever the model ultimately is, the bulk of the building height should be confirming with the surrounding neighborhood. OPEN space should be a high priority!

The tallest buildings should be along Lafayette in Block A and Block B. They would have commanding views of SCU and beyond and would not be near residential. These tall buildings would be perfect for offices because of their close proximity to SCU. SCU might even want to take over the existing 7 story building at Homestead & Lafayette for university offices. In return, SCU might agree to build an adjoining 7 story public parking garage.

I like the taller buildings being on the periphery

Keeping tall buildings further from single family residential

Tall buildings make good use of space.

Tall buildings and density should be encouraged. Vibrancy in this new area will be a function of density. World-class architecture should be encouraged to give this a sense of place and a place where people would want to come and take pictures. Faux architecture like Santana Row should be avoided AT ALL COSTS!!!

There shouldn't be buildings too high, 7 stories should be the highest and that is even on the high side. Should put all taller buildings at the Lafayette end.

Max heights of 7+ should be along Lafayette facing the campus tall structures. Graduating heights of 4-5 stories along Franklin are better suited along the center of downtown. There are 2 story historic homes beyond Benton, Homestead, Monroe that shouldn't be butting up against extreme heights.

I would prefer nothing above four stories

Two stories maximum

The tall buildings shouldn't crowd around the center so that it doesn't feel boxed in.

No buildings over two stories

This is a scam that building heights need to be seven stories. Stop only listening to developers that only want to make money. No other downtown area in the valley has buildings that high. No way.

I would prefer the buildings be 1-3 floors and that no buildings be over seven floors. if the buildings will be tall, I prefer using the step down approach near any existing residences and also facing streets surrounding the perimeter of the downtown area.

Building heights are important, as these will create the sense of a psychological center for the town. Gown and Town reduces this the most by placing them on the arterial street as well as along the center while contextual keeps them along the Franklin corridor, creating more of a Santana Row-esque valley. By putting them all at the center around the central park area it will allow for a great meeting place centrally before groups go out to whatever they plan on doing.

most important to keep southern exposure on open spaces and into residential amenities

Taller is more economic and foremost this must succeed economically

What matters most to me is the quality of the architecture more that the height. In other words, make them as tall as you want as long as they are high quality and look cool.

floor height >7ft

It just needs to feel warm, personable, small. Not a slick big city.

If they are built beautifully, they will be green (up for a long time). Glass and steel is placeless, and won't last more than 50 years. Build a place - not anywhere, USA.

NOTHING should be greater than 7 stories except perhaps the hotel, and maybe an office building. All buildings should be 4 stories or less. We should not be trying to build a few square blocks of a big city in the middle of a residential area which is what this is. (The survey won't let me answer #5, but I will answer it here. I think you need a different committee with more realistic plans that fit more into the surrounding area. Also, what is the Student Housing? Is the University involved in this? How?

Any 7 story building is not in keeping with the neighborhood. Put those out on El Camino Real, not in a neighborhood!

Businesses should step down to the main road with the taller businesses in back so that the smaller/shorter businesses do not get obscured

Keep building heights in line with the neighborhood.

Downtown doesn't have to mean cram as much of everything as you can into a small space. All options have way too many 4-7 and >7 floor structures.

Stop with the density housing.

I don't see why the buildings need to be that tall.

Don't make it to tall

Central concentration of taller building give more of downtown feel and vibe

Seven plus stories are just too high for this area. This is an established neighborhood and to suddenly go from homes to towers is ugly and does not fit in the area. Three stories is established, four is pushing it, over that is just wrong. Keep the continuity of the historical and existing neighborhood, be respectful of those homes and residents. It is a small space to put so much in it and the neighborhood should not have to see so many tall building from their yards. This is something more conducive to the modern side with the stadium not making an older neighborhood have to have some crammed big buildings in it. Too bad to change a charming city space and neighborhood into a big mess of tall buildings.

I like the taller buildings in the interior. Not too much student housing would be good too!!!

Again, I'm really struggling. I love the Central Square being lined up with the library park, but I don't like how the buildings are structured. I like the Contextual building structure. I think you should combine their designs for the most pleasing structure.

Dont like the taller buildings in the core of the downtown. Would make it feel dark and dingy. Having taller structures on the borders will allow more natural light in the core.

We don't need 7 story buildings!

if you really want to improve things you need as many tall buildings as you can and TONS of parking garages underneath every single one of them.

prefer more smaller (1-3) floors buildings than tall ones

I don't want to see taller buildings in the area.

Difficult for me to imagine the building height with current diagram

West Franklin should be more neighborhood based with low densities. The higher density buildings should either be centered of the site or focused around Lafayette. For Option 3, the post office surrounded by 7-story buildings makes no architectural/practical sense. Why would the office workers use the post office building? It's for residents. I would rather see more office towers by the western plaza (Option 3).

don't have the tallest building near the current residential neighborhoods,

Light, aesthetic appeal, basic value per square foot, and maintaining the neighborhood context.

The two blocks on Madison should not have single family homes like is shown . We need to go forward and create the downtown that we are missing.

Keeping the connection to the area not being developed. Keeping as many historic buildings as possible so we know where we came from as well as where we are going.

I like keeping the taller building in the inner area.

So far not seeing a lot of historic "soul" in the mix, would really like to limit building heights keeping the tallest toward the center and having greater respect for the city's heritage. Celebrate Santa Clara, don't make this another stucco blight pseudo mission representation like all the crap along the el Camino. Use local craftspeople and artisans with real, honest materials who respect the surroundings.

I do not like the buildings that are over 4 floors. It destroys the feeling of old town. But if we need them, they should be in the center, not the outside of the area.

The mix of building types should be what is needed to make this area a downtown that draws in people for restaurants, culture. entertainment, shopping. Six and seven story high density housing is not right for this spot. Two story buildings should be enough.

I think centrality is important.

Not being overwhelmed by height, or feeling trapped

A mix of building heights is more pleasing, especially since the surrounding area is residential and there aren't too many tall buildings close by.

that looking down Frankin Street has a sense of uniformity among the buildings.

It's great now

Making sure it flows correctly and doesn't impact the surrounding neighborhood.

It's a mess. That faceless white box with faux design elements created by SiliconSage is going to look great compared to a bunch of seven story(on average) boxes. I know, just like Silicon Sage, you can stick a little cross, a little line, a little piece of wrought iron glued to a wall, a different shaped window, a 3 story level next to a higher level, but it's still a design mess usually. These buildings will be visible in an area that is predominately single story, with a handful of high rises. Something that averaged 3-5 stories that had a Mission look, or another look of quality might fit in. Unfortunately, based on what has been approved in the last few years, it seems like Santa Clara is willing to accept average design quality at best.

Pls do not design like the new Santa Clara square. Looks cheap. Utterly uninteresting and ugly.

I don't like tall buildings in such small area. Especially next to the plazas. They create illusions of closed space and make people feel nervous. It's sad to see such high density development in Santa Clara city.

I would prefer to limit the number of tall buildings in the community.

Prefer taller buildings, which would be office or residential, to be concentrated more in the center

No more than 3 stories within 1000 feet of single family residential homes. so it won't have a negative affect on homes in the old quad and area. Plenty of cross walks, even where there isn't a signal light. Making sure it is safe in the area at commute time.

How the sun will affect the plan is key! Taller buildings on the north side is better.

The scale of this design needs to work within the aesthetics of the existing neighborhood.

please don't block out the sun

I like the intentionality of the higher buildings in the middle

Santa Clara has the unique feel of a small town, building too high would remove that feel

Keeping the larger buildings toward the outside allows easier access for cars without overcrowding the central area.

The diagrams don't do a great job of illustrating the point that you are asking. Asking the general public to respond to a survey about building height by looking at a top down map is not likely to get very thorough or nuanced results. I would recommend you post this question with 3D models instead or describe in words the overall sense and differences in approach for each pattern. You've also used essentially three different versions of the same color to represent your ideas which is hard to understand.

We would prefer to have taller buildings looking toward one another in one central area as opposed to spread into 2 different centers

keep the tallest buildings tucked in the middle. It does not look nice seeing it from the outset edges of the downtown. It looks less welcoming and more intimidating. It loses all charm factor. In fact I'd prefer no tall buildings—maximum 4 stories. It's losing all charm the taller it gets. Hide those suckers in the middle.

Stepping down to the scale of the neighborhood surrounds.

Concentrate highest towers so that there are no one-offs like the SCU dorm on Market & the senior tower on Homestead by the one-story Mission Library. They stick out and are eye sores.

Density will matter for a downtown core, to create the critical mass necessary for constant foot traffic. More height = more density?

Being that Option 1 is my preferred layout, I find having the tall buildings around the square quite domineering. I worry it might make the space feel cold (both aesthetically and temperature) and appear smaller than it is. Also, because of this current SIP experience, it seems quite possible that

tech businesses are likely to change the amount their employees work from home vs the office--will this affect the needed amount of office space?

I like the centralization of taller buildings along the downtown core best

Don't want high buildings in the center. Would rather have fewer 7+ story and more 4 story. clump only 2 7+ together. Don't have them next to Victorians.

Not to high, don't want to go outside of the City norm

I just don't think that neighbors will like their views being blocked by huge buildings

I personally think the shorter building heights should surround the outside and the taller building make up the inside, so that visually your eyes travel towards the center. I think this is a better look!

Bigger buildings should be on the outside

The building heights should serve as a way to draw attention to the center, but not overshadow neighboring buildings in the same area

I like the idea of having the higher towers closer together.

My idea of a 'downtown' is having the tall office buildings together, because it feels odd having office buildings right next to houses.

Keep the tallest buildings in the center and have them get lower as you get toward the residential area.

I like the taller buildings in the middle

An arrangement that plans for future development where all of the buildings get larger

There should be more height on the north side of homestead since that will not block sunlight for anyone. putting really tall buildings around the central plaza in option #1 will block too much sunlight. should concentrate taller buildings on north sides of parks/plazas

Consider traffic, privacy, and views affecting adjacent neighborhoods, try to maintain views of the east hills, and try to shield pedestrians from the afternoon winds coming off the Bay, which will help make outdoor activities more comfortable.

No more than 3 stories with ample public and private parking. Santa Clara has poor track record in planning parking. Cases in point strip at San Tomas and El Camino, and Target Center parking where Panera, Mission City are. Most cars, fewest spaces.

Building heights > 2...3 stories will create a "canyon" feel. No one outside the immediate area will visit. NO, NO, NO to buildings > 3 stories, except immediately across from University.

See first response

No opinion

I like having less tall buildings directly around the parks but the first still makes the most sense in terms of the block layout.

Symmetry is important to me; however, not everyone will notice how buildings are placed in this regard. I like option three in this sense as Franklin provides a line of symmetry for anyone who walks the downtown from campus.

I don't have much of an opinion on the building heights, but In my opinion we should have tall buildings for a couple reasons. I know that building upwards minimized the amount of urban sprawl. Also I know that we need more housing so building up would provide more housing for sure.

Clear sight lines are important. The mountains should remain widely visible from downtown

I want there to be more higher buildings.

There should be height restrictions not to exceed the height of Gateway. Since this is a Mission city it should have some type of style to blend or emphasize that.

Keeping tall buildings away from single family homes.

I don't like how the tallest buildings surround the main plaza in option 1, this would give a crowded feel/would allow less light in, making it a space I wouldn't want to spend a long time in. I appreciate how Option 2 has the tallest buildings away from campus.

Please no more than 3 floors !

I'd prefer we not exceed 7 floors anywhere in this block. Put the height on Lafayette Street only.... Taller buildings down Franklin Street will create too much shade and tower over you making the experience feel crowded Santana Row is able to do this, due to the width of the street and expansion down the middle so you don't feel the height. This is NOT what we envisioned for our downtown.

Our intimate downtown doesn't need buildings that are 7 stories in height. That seems absolutely ridiculous. Are we building for SCU or the downtown residents??

That it is faithful to the description of blending with sunlight.

Mixed-use residential & retail & commercial space, to minimize commute travel distances.

I prefer to not have the downtown be a giant sore sticking out of the surrounding neighborhood. Overall, I prefer shorter buildings near the existing residential areas.

Nothing over 5-6 stories.

I like having the tallest buildings nearest to the center, and having them mostly in the same place rather than spread out.

having shorter buildings towards the outside will help it blend into the heights of the houses in the rest of the neighborhood.

Should not be too high. Should go with the surrounding area and look historical.

I don't think there should be any building that tall. They WILL NOT blend with the historic neighborhood.

Make the buildings taller! please add more apartments. Especially student housing.

These are too tall. If there has to be a building over three stories, such a hotel, keep it away from main thoroughfare

Buildings are too tall in general. I wouldn't want to see any buildings over three floors.

My concern with all of these is that it appears like we have tall buildings bordering the western sides of all the open spaces, which I believe will cast significant shadows over the open spaces in the afternoon. I would prefer more of a gradual build-up of height coming off the public spaces.

I like that it decreases in height as you move towards the edges of the downtown to ensure that surrounding communities get enough light.

I don't see any reason for >7 floors (the area has not been able to sustain single-story buildings) but if needed, keep them concentrated and limited.

When talking about building height, I think it is important to keep in mind sunshine whenever possible. Homestead marks the south side of DTSC. I am inclined to say that build heights on the south side of Franklin Street or the south side of anywhere else where public space is planned for, should be lower to allow for these spaces to see the most sun throughout the year, even during winter months.

Height should not exceed existing new structure at Monroe and Benton.

Small buildings please! I like where I live now, except for all the new tall buildings that are already up. Students don't need more housing. All they do is play beer pong on their front yards. Plus, you don't really want the University to own the town. They own too much already, and they are not very nice to the neighbors as it is. There are plenty of hotels on the El Camino, and plenty of shopping at Valley Fair/Santana Row. The best of everything has already been torn down, leaving my teenagers with not much to do. Should have left it up if you wanted it. (such as bowling, rollerskating, etc.)

Light!

Honestly it's hard to gauge what it will look like and what the differences are between the plans. Would be great to be able to take a virtual tour. Most important is that the tallest buildings are not right along the main streets and also to not block light for people who already live in homes in the area.

I don't like the tall building circling the open spaces in Option 1. I fear it won't feel open enough. I think taller buildings on the outskirts are better. Like bookends.

The only bad place to put a 7 floor building is along Lafayette. All the other sites are disrespectful of local home owners.

I would want a minimum building of over 7 floors and to place it on edges of plan areas

Let's not tear trees down and homes but keep it strictly with areas that are currently used

no preference

I love the neighborhood feel of Santa Clara I would not want our neighborhood feel destroyed by huge buildings. Keeping the buildings under four stories in my mind is ideal. With a look that continues the general feel and look of our historic old homes.

I would hate for there to be many tall buildings all in one space - lots of light is very important to me. I also don't like the idea of 7+ story buildings - that is much too tall for a small downtown area. I would prefer them to max out at 5 stories.

Make a space that can accommodate visitors and residents. High density buildings will provide the boots on the ground to visit businesses.

The buildings are too tall along Benton and Homestead facing our residential areas

I think anything over 2 floors on the existing footprint will negatively impact the historical properties in the neighboring streets.

Minimize impact of tall buildings to existing neighborhoods

We need transition with the single family homes on Benton

The overall height and scale of the building are of concern. Again, they need to blend with the existing neighborhood.

Want it to be as close to the original that was lost

The buildings should have a uniquely santa clara character, it can't just be more Irvine-style stuff. That density is fine, but I don't want it to be Anywhere USA

I do not think anything should be above 3 stories. Anything more will mess with the look of downtown. We don't need a downtown with 7 story buildings with absolutely NO infrastructure to back it up.

I am a no on the above option three also, it won't let me click on it. I understand that there needs to be a balance on mixed use. I am absolutely against tall buildings, it makes no sense except for greedy people to make money and make our city ugly, blocking out light and sun. Oh yeah, don't forget that the big one is still coming. The new building on Monroe blocks out all the sun in the afternoon, so depressing and disappointing.

Does the downtown area make sense for having >7 floor buildings? I understand the need for increase in density in other parts of the City (e.g. Kylii) but I don't think that these buildings fit in with the identify of a downtown Santa Clara.

Cancel this "Santa Clara Downtown" idea! Move on to projects that actually benefit the city as a whole.

Tall buildings in the back of smaller buildings

Need to avoid creating the feeling of walking through a deep "valley" of buildings. Need a way to provide outdoor places for dining which are not constantly shaded by large buildings.

Note that none of these mixes are particularly good on their own. For example it's probably fine to have several taller buildings on the east side abutting the university. Stepping down towards the west side where the housing is. None of these mixes capture that sort of design.

It would also be possible to just increase the height on the east side even if high buildings are in the core as in the central square option.

7 or more stories is TOO TALL. We are trying to create a downtown, not a city skyline.

None of the buildings should be taller than 5 stories if we wish to preserve the feeling of the Old Quad. This is crucial, in my opinion.

Again I prefer the easement from the outer streets to the inner Main Street

Concentrate massing on franklin with higher concentration towards Lafayette.

I prefer shorter buildings by the pedestrian walkways

It's important that the height of the buildings doesn't, in some way, affect people living in the surrounding areas.

It has to be balanced and not forced. It needs to complement the neighborhood and not feel out of place.

Many downtowns like Campbell, Mt View and Los Gatos don't have 7 story buildings. Those towns embrace their heritage. If you want an urban feel then you go to SF.

No building should be above 4 stories. 7 stories is much too high, especially on the southern side of this area where the buildings will put the housing across homestead in shadows. I reject the central premise that we need high rises to make this viable. Lots of suburban cities have stayed with lower buildings without issue.

If we build up, it's important that they have adequate parking structures in place for the amount of building space they will have. Santa Clara is notorious for having public transportation related issues

as well as neighborhood parking issues, its important that be addressed early to ensure finding parking wont be stressful.

Too many high rise buildings is not Santa Clara. This will contest the area.

more sunlight for existing neighborhoods

I don't like extrenly tall buildings. I'd rather have shorter building with less housing and more room on the ground level for businesses

I don't like the tallest building to be in the middle of the square gathering area.

Don't shade the main promenade with tall buildings turning it into a concrete and glass canyon. Don't pull a Sunnyvale. They destroyed the opportunity to build somewhat of a cohesive downtown. Leave some space and air in the center to give the sense of openess.

See above. Building heights looking at the SCU blockage guard.

The key to density in Downtown Santa Clara is transit. With no close freeway connection, nor true high capacity roadways, any densification needs transit to Caltrain. A street car from Caltrain to Lincoln street before turning south to Santa Row would be perfect to allow the densification of the entire corridor without creating a traffic nightmare.

Option 1 essentially defines a cluster of tall buildings that has little chance of expanding their footprint in the years after the completion of the project. It would be better to have a more spread out and even distribution of tall and medium height buildings.

Keep the tall buildings toward the middle and lower profile buildings near existing housing.

The taller the buildings the more problems.

Building heights should be as tall as possible. There should be plenty of parking to encourage people to come to the downtown. This trend of reducing parking is idiotic; I avoid areas where I have to spend time driving around looking for parking all the while polluting the environment.

there is no need for sky scapers. nothing taller than the existing structures.

Nothing more than 4 stories! No shadows on existing adjacent housing either!

Fewer tall buildings further from the center.

Tall buildings shouldn't feel randomly scattered. Plans 1 & 3 seem to be thoughtful about this, while option 2 seems to just pepper tall buildings in random places

Keep them relatively low profile and maintain the historic charm of Santa Clara (be consistent with Santa Barbara style architecture-- it has been used well at other places in the City like Scott and El Camino Real and it gives the city an identity)

keep the tallest buildings away from the neighborhood

I LIKE THE TALLEST BUILDING TO BE FURTHER AWAY FROM THE CENTRAL AREA OF DOWNTOWN.

Do not make the building heights look like each other. I think putting the heighest (7 stories?) in the center is the best. Blend in height to the vision of the person walking down Franklin,etc so that it is not an eyesore.

Height of buildings is not a concern to me

Victorians should not be torn down for big buildings. Gathering spaces shouldn't be surrounded by 7 story buildings to block all the sky.

Prefer a single tall building to multiple tall building

I like the tall buildings being at the center as in option 1 and also being lower on the homestead side as in option 3.

keep tall buildings away from existing homes

Don't shade the open spaces, but shade hot walkways. Don't shade the neighbors

No buildings over 3 stories! 7 or 8 stories is a very bad and stupid idea. Who comes up with this stuff? The developers??? I wouldn't sacrifice the charm and quiet of old town for a congested eyesore.. IS anyone checking the environmental impact on any of these proposals?

Traffic and parking

height is fine so long as there is enough sun light that gets through for trees and other green things

higher buildings should be in towards the Franklin while tapering some towards neighborhoods.

I really don't like the idea of 7 story buildings in this area.

a requisite variety of building heights will add interest to the DT

No strong opinions here, just would like to avoid the wind tunnel effect that happens in SF with lots of tall buildings together.

I actually think that you can make buildings fairly high and would like more of this that allows more housing

I think it makes sense to concentrate the tallest buildings toward the center and then step down in height as you move toward the neighborhoods.

Keep all heights smaller than current tallest (newest and oldest condo buildings) to keep with the charm of the neighborhood. Have non chain retail, restaurant and Inns, not huge conference center. There's another part of Santa Clara for that. Use the new resources already in place.

The tallest buildings in the center seem to make the most sense so it is not imposing on the housing in the area.

Spreading out tall buildings makes downtown look sparse

It should be centered around Central Square, since all of the social activities and shops are most likely to take place there.

If a building is across the street from one story houses, it can be five stories, not just three. Step up from there. If a building is beside a one story house, it can be three stories, and step up from there. If it is behind a one story house with a backyard, it can be one story, and step up from there. But allow taller buildings: we are starved for density in Santa Clara!

Make sure streets have a human scale and public spaces get plenty of light.

buildings need to be as tallest as allowable.

Surrounding the open area with tall building completely defeats the open air feeling it should have. Spread the tall buildings further away

I like the grouping of high buildings together, but not all around the green space because then the green will be in shadow all day long

Successful downtowns in our area, in my experience, have a clear feel of centrality, and thus my choices here.

why go up? it only adds to congestion and traffic

No "canyon" effect with tallest buildings shading pedestrian streets

This one is hard to tell by the photos- but high outside and low inside always works fabulous

Higher is more space efficient.

I like to see taller buildings on the outskirts of a Main Street as opposed to being in the middle.

Putting taller buildings away from the existing neighborhood.

We don't need 7 story building anywhere near the downtown! I'd rather it stay the way it is than have tall buildings. We already have too many people living in Santa Clara and don't need to encourage anyone else to move here by building more housing. What matters most to me is that we keep a small town, welcoming feel. Think Willow Glen, Los Gatos, Saratoga, not San Jose!

Is it about squeezing in office space & residential or creating a community hub? No tall buildings!

The taller buildings need to be more central to the downtown so that they don't infringe upon the existing neighborhoods with almost all 1 and 2 story houses.

The tallest buildings should be more on the outer aread.

I prefer to maintain the neighborhood feel. Having really tall buildings make Santa Clara feel more like an urban city. I prefer to keep the height of the buildings to max 7 floors.

Not making huge buildings will make the downtown feel more homey and welcoming. 7+ floor buildings, which practical, should be limited. The storefronts along the main drag should be ~3 stores max for aesthetics and to make the street feel comfortable, not imposing.

Keep the taller buildings together and not spread out

As long as it flows it's ok

In my opinion building heights are not as critical as what happens on the ground floor to the people visiting downtown since you won't look up when walking around. For the people living around downtown, you would want a gradual roll off to the neighborhood so as not to always live in a looming shadow.

Talller building should be on the outside to as to foster an open feel to the central hub of action

Welcoming, not isolated

Keep heights as low as possible, balance taller buildings with open space and courtyards to encourage gathering spaces at ground level - indoor and outdoor.

Increase setbacks from street - I hate the way so much development on El Camino butts right up against pavement with no setbacks.

Keep heights as low as possible, balance taller buildings with open space and courtyards to encourage gathering spaces at ground level - indoor and outdoor.

Increase setbacks from street - I hate the way so much development on El Camino butts right up against pavement with no setbacks.

No tall buildings

The building heights should be consistent throughout. Everything around 7 floors.

A combination of building of tall and short, makes for a better downtown, check out downtown Santa Barbrar

I don't want to feel boxed in by large buildings when I am exploring downtown. Otherwise I would not want to shop there. I also think it is important that the buildings blend into the surrounding neighborhood.

Taller buildings should not block large areas or the other retail spaces.

no preferences

Fits better with surrounding communities to have most higher buildings along Franklin

I don't want it he horchata to look out of place in the neighborhood

Usually in a downtown area, you do not want height featured in the center, for that distracts from the retail on the street level. By attracting people with nice, tall structures from the outside, they will be more drawn to come check out what's inside.

As long as enough light comes in and it doesn't become a wind tunnel, its fine

If there are going to be tall buildings of 7+ floors, I would want for them to be grouped together. I don't personally see buildings this tall fitting in the downtown area I know, but if they are there I'd rather just have one particular space of tall buildings.

Does not make much of a difference

I don't think building height matters too much as long as everything is 2+ floors

Bigger buildings give space to smaller businesses

Would prefer lower height throughout.

It's hard to visualize this, but I do think it's important that single-family homes aren't next to 7+ story buildings -- 3 story at most.

I like option 3 here because of the strip of taller buildings along one road, and generally away from the cultural center. That way the cultural core is less focused on commercial uses and more so on the culture side of it.

Physically appeasing.

I don't mind making good use of the land but I dont want a skyscraper in the middle of a residential neighborhood.

If they are to be tall they should all be together, it gives such a great feeling and makes it feel smaller to those who don't approve. IT seems more condensed.

Central squares are nice

Just as long as there is not an overwhelming amount of very tall buildings
Centralized
YOU ARE DESTROYING SANTA CLARA WITH HIGH RISE HIGH DENSITY HOUSING
No comment
Too many tall buildings reduces the visibility and sunshine that people should be able to enjoy while walking downtown
Please allow maximum density / height limits for all parcels in the plan - this improves the walkability and makes local businesses viable
Taller buildings in the center offers better vistas.
A lot depends on the architect, it's hard to tell for me, I have no background in architecture.
Having the tallest buildings spread out so there's not a mass of shadows or wind tunnels created by a cluster of tall buildings
These options are stupid. With the open square, you put the tallest buildings around it blocking light and views. And the other options don't apply to the central square. This is stupid. You need multiple options for EACH proposal.
Don't like high buildings
Doesn't it depend on structural and earthquake issues. I'm not qualified to answer that
Santa Clara does not have a lot of tall buildings, and Downtown is not the place for them to become city standard. Different building heights are good, and I like the way some plans have pairs of like buildings across the street from one another. Overall, though, I think Downtown building heights should be restricted to eight or nine eight-foot ceiling floors.
I don't really like Option 1 because it blocks the morning and evening sun on the open space.
Taller the better, but obviously earthquake friendly
I don't like tall buildings in the center. Tall buildings should be on the outside
Prefer fewer tall buildings and they should be farther from open spaces and maybe mixed use business and residential.
sun is the open areas
I building types and heights to be spread out- not too many tall buildings concentrated in one spot.
As long as the architecture has meaning and aesthetic value, the height doesn't matter (see Santana Row)
I think that it should not be too high along the main street. 3 floor max.
I prefer a downtown without super tall buildings in the middle of it all. That feels like a business district, not an inviting downtown area for hanging out with your kids and family, or taking a walk. Tall buildings tend to make spaces feel closed in. A beautiful downtown should have shorter buildings with tall trees and open green space.
I like that the tallest buildings are in the center, framing out and clearly identifying downtown

Would rather have shorter buildings in keeping with the historical architecture at the university.

The Tallest buildings should be on the perimeter of the Downtown tapered down (especially on the South part of Franklin) to allow sun to come through). I see a 7/8 story on the Lafayette and Monroe borders tapering down to 4 stories in the center (Main/Franklin) again for the outdoor seating/enjoyment. I do like the step backs I see on #1 but would like that throughout the eight blocks.

taller building should be closer to the University

A few super tall surrounded by medium sized for potential apartments/condos

Like most cities, tall buildings at the core, then tapered as they go out...makes sense and is familiar.

Prefer to have the tall buildings scattered throughout, not concentrated.

Although I love the redevelopment that Santa Clara is going through, I also want to preserve the quaintness of the town and don't want it to have too much of a "commercial vibe." Because of this, I preferred Option 2 as my first choice because the tall buildings are more spread out.

Would having 7-story buildings surrounding green space mean that that space is too shaded/chilly? Would it create any wind tunnel effect or is that not a concern at Santa Clara's scale?

visibility while in open air spaces, accessibility

Buildings taller than 3 stories will make the area feel hyperurban/dense

taller in the center and smaller on the outskirts

Having equal height on opposite sides of the street makes the most sense to me.

Height is nothing to be afraid of, and enables better transportation options.

Of course density and increasing housing supply is a major priority - but I believe a tiered structure would be the most aesthetic and make sure there are no "dark spots" I don't want to feel consumed by buildings especially walking the retail corridor.

Building heights should be tall & flexible to what developer wants to build as much as possible.

Option 3 seems like it has the best "step down" to the rest of the neighborhood.

don't over do it with office as having some is okay...the heights need to vary and taller in the central area and along lafayette

I think breaking up the tall buildings makes it seem less clunky.

My preference for option 1 would be lower to taller from the central core cross Franklin/Main.

I like different height buildings

Height on Franklin makes most sense.

I think it's fine to have large buildings, but it might look kind of strange if they're all gathered in one place. I think people will be able to see the skyline more if we don't concentrate buildings together as much.

I really don't know how to review this

I prefer having the tallest buildings towards the center, and then tapering off as you reach the other portions of the development. However, make sure there's enough space between the buildings such that enough sunlight/sky is visible in the outdoor areas.

enough density to make economic and support attractive uses

I like a variety of heights, but mainly tall buildings with lots of retail in them, like a mall.

I don't like the idea if any tall structures in old town quad area. The new building that went up on monroe across from franklin mall is ugly, too modern, and too tall for that location. It looks out of place.

Tell us in your own words what matters most to you about the mix of land uses in the Downtown.

Having the cultural part in the center where the gathering place is, is a great idea.

Something more long and linear works best. I feel that if it is to centralized like first choice, then too many people won't want to gather in same place.

The cultural core is best when closest to the center core

Central sq model has the best concentration of retail, like a traditional downtown.

Cultural, Housing, and Retail should be emphasized. Minimize office. Housing means bodies and consumers 24 hours per day to support retail and cultural activities, especially on weekends. Office is the same as any of the dead-at-night office parks and office campuses dotting all of Silicon Valley. Redwood City is more vibrant at night and weekends now because it brought thousands of apartment units into its previously dead downtown. Now those residents keep the restaurants, bars, music venues, and theaters active all year. There are plenty of office dwellers in outlying neighbourhoods of Santa Clara who drive by Lafayette, Benton, Homestead, and other streets to and from work who will stop by this new downtown on their way home and on weekends. We don't need to use office space to enliven this Plan Area.

More housing. Retail is going to die post pandemic anyway. Also, ban cars.

I like the idea of a main throughfair (Franklin) that is pedestrian and has restaurants and cafes that line the street.

More housing is better

I think that the office usage closer to the center of downtown will allow the most people to actually travel through downtown. Therefore increasing overall traffic flow and movement of people. However, I truly hope the office emphasis space will be used on a second floor above retail or just not along the street. Office usage along downtown streets is not appealing to me and I would much rather see retail as I walk through downtown compared to offices.

Housing should be a priority, with commercial properties interspersed.

Mostly retail.

Traffic and noise would affect which I choose and I can't tell from the maps. It looks like #3 would keep the busiest towards the central corridor.

See previous response.

Visibility for the arts and small business owners

I love the idea of incorporating Santa Clara University's cultural vibrancy into the city's downtown development plans.

Housing is and will continue to be important for Santa Clara and the whole Bay, so I would say housing

More cultural and retail, less office space

Housing is critical

Think the massing of office space away from campus will ease congestion during the day along the Lafayette corridor.

What is the reason for a separate "Retail Ready" designation? Everything on the main street should have retail on the first floor.

To the extent possible, maintaining a continuous retail pattern that provides interest to the pedestrian with minimal physical and land use interruptions (ideally restricting not retail/restaurant uses on main ground floor retail corridor. An adequate sized public space for community activities located somewhat centrally in the downtown is ideal.

Keep the cultural core away from campus

Want more cafe and retail and housing and less office space.

walkable, wide sidewalks and does not tower over the neighborhood

i feel like office space should be in the middle, central hub type of activity

Again, I like spreading things out rather than having it all collected in one place.

Please see my responses to the above questions

Block B should have a tall office building (existing 7 story bldg. will do) and a connecting tall garage ... with a public park ("open space") on top of each building and retail below. A parking garage of 6 stories with access from Homestead is perfect for this location. The garage provides office workers with easy parking during the day and great parking for Downtown at night and on weekends. A hotel in Block D, with access from Homestead, is likewise a good location that is away from residential, close to SCU, and next to a tall public garage.

Walkability and access to retail from residential is important.

Shops and Office space separate from housing

Much mixed use.

I like a square of retail, not a running street.

Offices should be de-emphasized, at least on the main commercial street. You want the main street to be commercial/cultural in nature, with perhaps a small mix of med/high density housing. Having offices in prominent locations will create dead zones at night.

Plenty of restaurant options with outdoor seating.

I like that there is a lot of retail/restaurant space in all the plans. I like the Central Square idea of a hub in the middle of the plan, but would like to see retail at the bottom of ALL buildings (office and residential) and on both sides of Monroe street at the bottom of housing/office space (like in the Gown and Town plan). Would also like to see retail/restaurant space all along Benton and Homestead. Would love this to look and feel like Santana Row. That space was done VERY well.

Great plan for option 2

It's a blank slate—6 acres is not a lot of space so it needs to be dense with diverse options if that is to trigger future development along the grid. The university is one year older than the town charter. So downtown needs to represent both our stories. The Old town was designed to live, work and play. Many commercial biz owners lived above their shops. So mixed use is still relevant. We must avoid a cookie cutter look. It needs to have a historic flavor that has evolved, modern amenities, inclusive of SCU life and Old Quad but also appeal to Silicon Valley as a destination. There is a ton of development along the transit corridor off ECR, Coleman with a airport and stadium near by. Those folks are looking for dining and entertainment. Our downtown could thrive with the right retail mix.

Housing should be a bit removed from retail to cut noise

this whole project looks like an extension of what is going on in all of santa clara. Trying to cram as many houses in a small space as you can. A real downtown does not need all this housing .Campbell ,Sunnyvale and Los Gatos don't have it and that is the appeal of those downtowns .If this is what the city is going to do save the taxpayers money and don't do anything because this looks like a big apartment complex and we have way too many of those already !

Central restaurants and shopping - do not spread that out to the four corners

Same as above.

I think Franklin Street is a good center for downtown and for shops, cafes, and restaurants. But you need to make sure people can park near the Post Office and also add a large public parking garage downtown. Benton Street, Homestead Road, and Lafayette Street are all used for commuting so you don't want to add lots of people and cars to those areas. I don't see the point of adding a conference center, hotel, or theater to downtown. Those already exist in other areas where they make more sense.

By separating the two areas, you'll create a disconnect instead of a contiguous downtown. As seen in nearby downtowns with contiguous versus split areas, people very rarely move between them unless

they have a specific reason to (cultural/dining walks, etc.). I am not against having an area that abuts the campus but it should be contiguous as so to bring students and their families all the way into downtown rather than having a point where they would stop either physically or even psychologically with a break in the lights of night businesses.

strong central core with office uses opening to central open space. office uses can open their doors to public and allow usage of cafeterias and cafes to enhance the space.

Fewer retail, more restaurants, large office crowd

The cultural core should be larger. More art and music. Fewer cars. Again, it's really hard to tell what these would look like in real life. As far as I know, they all look good.

convenient

Affordable housing!!

We don't need more housing! The traffic here is already unbearable. This isn't the Santa Clara that our citizens want or need. This increase in housing is destroying our culture.

Good to have the hotel near the University and not in the middle of the basically residential area.

Increased traffic in an already congested area!

The Central Square and Gown and Town options look like they are great areas to stroll, shop and eat. The Contextual Design doesn't fit our city's suburban look with such tall buildings.

Small stores (affordable leases for the business owners) places to eat, quad type areas (open space).

Shops and restaurants. Not more housing. Just stop it! You're ruining our city.

To be a place to go for dining, entertainment, meeting friends. Not be swallowed up by tall buildings and in the middle of housing towers. Open space and open air, no Santana Row.

I really like having a connection to the library. Making that an open walking area would be great!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

I do like the Central Square flow of retail and land use, but I think that Contextual has the best building layout... though honestly, I wish you could take the best of Central Square and Contextual and combine the two. Give us a bigger plaza in the context of Contextual.

Need to ensure there is plenty of shops and restaurant choices.

We need shops not office space. There's plenty of office space elsewhere in Santa Clara. We need a mini Santana Row.

there's really not enough there to make it worth anyone's while to move there for their offices unless you're planning on catering to a bunch of 1-10 employee sites.

Having shops along the same strip. Pedestrian focused, easy access to shops.

don't like tall / large mixed use buildings in the middle of a small downtown (option 1) - keep them split

Affordable housing and restaurants. I don't want offices in this area, I would think it would increase traffic by a lot in that area.

Office location. I always thought that west Franklin could be neighborhood focuses, while east Franklin could be the commuter/regional focus. There are a lot fewer historical buildings and low density residential around Lafayette, which is the commute arterial. Centralized offices is a fine compromise. Plus, east is closer to the train/bart station for office commuters.

uses/things that will attract a variety of people and other uses/things. don't want all restaurants or retail. want theaters with some restaurants and some retail. room for mom and pop shops/restaurant.

Love mixed use space. Better access from the train will be a game maker. Important to not over value university/student needs and neglect the needs of neighbors.

the creation of a lively downtown with ground floor retail and restaurants for everyone to use.

I like the center heart of option one! I didn't like the areas split up at opposite ends of the block. Lafayette is a very busy street to have heavy pedestrian use along it by putting in a park and cultural core on the corner. The student housing should be closer to the university if at all and not in the inner park area. I don't want to have to deal with party central taking over the park areas while I eat dinner. Or feeling like we as residents don't have a space. Yes, is a very real concern after living in the old quad since 1988. Burned couches in the median strip, peeing and passing out on lawns, red cups littering Lafayette street & loud parties. It's been a blight, while the SCU grounds are pristine. Actually the university should be supporting the housing that is a part of their growth. Not in a city area.

keep the student population out of the new housing, the university has already enveloped far too much of the old historic housing that had character before the red cup beer pong brigade moved in. Make affordable housing for residents truly in need not the affluent kids who do little for the community then head out of town after four years.

More retail/restaurants but less office. There already is enough office in that area.

When I think of a great downtown I think of easy access, great restaurants, easy parking, great retail. We don't have enough space for high density housing in this mix. The space available should go to

entertainment, community gathering spaces, easy access, space for the farmer's market to expand, etc.

More walking space

Can't distinguish much between office and housing emphasis, but I like having the cultural core further away from the University.

Straight-forward Long walkable strips of retail, avoiding turns and twist and confusion

The surrounding area of downtown is mostly residential and university property, I think the businesses and cultural activity to should be related to the community. I don't want to see the center turn into a business park catering towards tech companies, but rather small businesses that students and families want

I rated them based on how spread out the offices emphasis areas are. I liked Option 3 because it had the most pockets of office emphasis - it was not concentrated in a single area.

Green space flanked by retail works. The most popular parts of Santana Row are outside Starbucks and outside Pinkberry/. Family friendly, no cars, coffee and snacks, shade ideally from trees.

It's great now

Having less housing and more business opportunities.

Hot mess, I mean "mixed use", planning has been popular for many years. Sometimes it turns out well, but often seems to be a polite way to say "maximize developer and tax gain with least resistance". Kind of like using the phrase "housing crisis", instead of "planning crisis". This land use question is at the crux of the issue with this project. If "market realities" won't allow development that enhances the community without increasing the burden on the infrastructure, natural resources, etc. - must we continue to develop to assure profitability? Kind of reminds me when we had a critical need to get some senior housing built on the Barec property, but then the emergency seemed to disappear when "market realities" overruled the emergency need for many years. Or come to think of it, it reminds me of when all those "fire hazard" Victorians and downtown buildings were destroyed in the 60's in Santa Clara. If we cannot create a walkable downtown serving the local community and ties into the future transportation hub, are we obligated to increase density that will overburden our resources?

Like the central focus of open space and cultural with retail distributed throughout

Keep the family owned and small businesses there now. More family owned restaurants and children businesses. Not higher than 3 floors and buildings wide enough to make it feel airy. Like Cannery roe. Plenty of Parking lots. Shopping area down below, multi family units not seen from the shopping area.

Public area to meet and have for children's play. Places to walk dogs and sit outside games. Checkers, bochy ball, horse shoe, games for locals to enjoy.

Flow again is most important. G&T and Contextual are too spread out, causing less synergy

I worry about the amount of traffic and parking issues this much housing in such a small space will bring.

parking

Important to have a combination

balance of well designed living spaces with viable businesses in vicinity

If you build housing, make sure it is accessible to SCU faculty, staff, and downtown employees who would benefit from the prime location.

A large cultural center needs to be integrated into a substantial footprint of night-life and eating options for this to have the vibrancy to attract visitors to the center.

To keep the cultural use central and with the housing and retail

The draw to me for a downtown isn't the office spaces. It's nice to know they're there and that the downtown isn't just an "outdoor mall" but I don't want to have to walk by large chunks of them in my way to the next cafe or boutique or restaurant. I like them "hidden" or out of the main way. Or on the second floor.

These options all seem very disjointed.

Clustering.

Blend with existing, surrounding uses.

Proximity of retail, office, etc should be located closest to rail station

Option 1 allows a hub for office workers to easily access a quick bite or drink without walking far from office; at night/weekends when the core is busy, the offices act as a barrier for more quiet apartment living, but still allow easy access to downtown happenings for those who want to partake. Option 2 & 3 have a more segregated pattern of buildings...the only plus is that the cultural core is that much closer to the campus.

I like shifting the cultural core slightly further afield from campus to encourage this connection.

Offices at the edges - particularly if buildings are new/larger. Don't make it a shotgun town. Mix uses throughout. Keep parking to a minimum.

I like them all.
There should be no multi-family housing.
Creating a layout that is intuitive and easy to navigate
n/a
I like the idea of having the cultural core and retail in the same area, but I also think retailers should be spread out along the streets. I also like having housing on the outskirts, because that would be loud and traffic-heavy for residents. As for office space, I'm torn on if it should be separate from the food and retail, or if it should be in the same area. Might be better to have them separate to avoid congestion.
Need a diverse mix
I do not want office space to dominate or cut off the city
Having a bustling center with offices to sustain the surrounding business and homes
Need to have both housing and office density to support restaurants for lunch and dinner customers.
It depends on the types of businesses
Mixed use housing emphasis. Project at Monroe and Benton is a huge disappointment. No commercial tenants except Orange Theory. Should have had a few cafes or a restaurant by now. Talk is there's no venting for food prep. Bad start.
No high density housing nor businesses >2 stories, except immediately across from University.
Too many offices in center could lead to dead space at night in the center.
Office space seems like a lower priority than housing, retail and cultural space
I like the first as well again because of the layout of the park and social areas. I think the first will bring the most utility to the area.
I prioritize the land uses from the perspective of a student, therefore I am looking at different uses and their proximity to campus. How far will students walk to get to the cultural center or shops? With that in mind, I would see students utilizing the whole space if forced to walk the length of the area to reach majority of retail on Monroe in option 2. The others seem to not pull students in enough.

I like the option with the maximum amount of retail space.
Offices are empty space during the evenings and weekends and only benefit their occupants. Keep them separate.
I like having a central area where people can congregate.
There should be a good balance have a park open area where people can sit at a picnic tables concerts outdoor seating at restaurants something that would Want people to come to downtown Santa Clara.
I think having the offices flanking the part will make it more inviting for non-residents to gather in the park
I like preserving Commenrce Plaza. Cultural core on Lafayette St works well.
I like the office emphasis being away from campus like in Option 2, but I really like the cultural core being in block D like in Option 1.
An excellent indoor cultural space which allows exposition, cultural events, cinema, theater ! An outdoor space for outdoor markets (like farmer market, handmade markets, live music).
What matters is that the Downtown Community Task Force (DCTF) didn't get to review this prior to this survey being sent out. This is entirely premature. My preference is that less student housing is included in the downtown. The students will leave on holidays and in summer and the downtown businesses will only suffer for lack of support
Why is there so much housing...I thought this was meant to be a downtown. It seems as though there is more housing that I imagined.
Preservation of existing post office & victorians. NO high density housing. No high rise buildings
That the mixed use office space is not in the center.
Mixed-use residential & retail & commercial space, to minimize commute travel distances.
The edges should be less retail and quieter, so as not to disturb the surrounding neighborhood, which would be greatly impacted by a giant bustling commercial district.
Movies and dinners
I like having the housing on the outside of the development the best because it will help it blend into the surrounding neighborhood.
A lot retail should be central to park. Have the old town feel.
Keep it down to 3 stories tall. It needs to blend with the rest of the area. Has to feel light and welcoming
Don't wreck the nature of the quiet street that Main St. is now! I've lived on Main Street for 43 years. Don't change it.!

My concern with Option 2 is that all the office emphasis is on Monroe; it feels like you'd want it mixed in a bit like you have in Option 3 (Option 2 just feels more segregated). With Option 1, my concern would be whether that public plaza would end up feeling more like it was owned by the office businesses rather than the community.

I think having living spaces more concentrated will allow for greater community engagement and building.

My answers may not reflect this, but I think it makes more sense to have the office spaces closer to wherever there will likely be community gatherings after business hours. This way, residents are further away from louder social gatherings.

Diversity is essential. Must include Uses such as A high end restaurant, coffee shop/cafes in order to appeal and draw people into Santa Clara. This is necessary in order to put Santa Clara back on the map.

The small businesses are nice. I miss the old bakery. Nothing will ever replace it. I also miss the carnival that used to come when the Parade of Champions went on. Too bad you took away the land space that it used.

I would like to preserve the old houses around the downtown area.

I don't know - just that the layout in #1 looks most appealing clustered around a central plaza.

Small to medium unique retail and restaurants are what will pull people to the area repeatedly. Think Los Gatos, Saratoga, Campbell. These are places that are destinations for people go often to eat and shop. I think Option 1 will work as it has people in offices will be there during the day, and evenings weekends it will be more open for locals.

Don't tear down homes keep it in the area that it currently is in.

accessibility. pedestrian flow and traffic flow. No blockage

Spread it out

I like the taller buildings out of the streets that still have homes on them benton and Homestead keeping the larger commercial buildings and parking garages away from existing homes and closer to existing larger buildings

ground floor storefronts should be retail and restaurants that encourage foot traffic - we have too many insurance/dental offices/etc in the ground floor spaces currently and that doesn't encourage foot traffic - that is what makes a lively downtown.

The land uses need to create a synergy that provides for a thriving, exciting, and fiscally sustainable neighborhood.

The businesses are in the center surrounded by mostly residential housing facing our neighborhoods along Benton and Homestead

More retail
It seems to be mostly housing. Too much housing.
The contextual plan takes into consideration the historic buildings and other already built features of the neighborhood.
Lots of places to sit... maybe a small park somewhere...
I understand wanting to focus retail and office on the "new" franklin street, but I do not see why that is done at the expense of removing retail frontage from Homestead.
Too much housing and retail will drive up prices in the already expensive area. While we should add housing, but PLEASE make sure there is adequate parking for both leisure and stay. That is a quiet part of downtown and nearby neighbors will not be as happy with the constant issue of no street parking. With that said, there should be more of an emphasis on food and shops rather than housing in that area.
A consideration of a balance of an open feel and not a closed in Claustrophobic feel of businesses and offices. Santa Clara University is encroaching and spreading like the blob! It needs to be stopped! They are taking more and more homes in the areas that families can be living in. Instead we are increasingly invaded by transient students drinking everywhere in plain sight all of the time. But what do they care, it's it not there community. It's embarrassing when we walking or driving by with our kids. Shame on Santa Clara University.
Is "cultural code" code for "relocated county courts?"
All three are fine. I like the consideration for mixed-use space throughout the area. Please prioritize construction of affordable housing!
Cancel this "Santa Clara Downtown" idea! Move on to projects that actually benefit the city as a whole.
Entertainment , good restaurants, shopping deli
There needs to be a dynamic mix so the area is activated both during the day and into the early evening. Lots of people around at all times make the area feel safer.
This contains too much housing. Why is the city providing housing for the University???
Contextual is best because of how centrally the retail area is laid out, but, like the other 2, the main problem is too much density in housing and too much height in the buildings.
I prefer a block of easement between the historical residential and office space
Lots of issues with the hollow middle on what was presented. Entry to the theater type venue should be as small as possible. Maximize store frontage for small businesses.
The first option is more uniform where the other patterns are choppy

Its important that people can both work, live and enjoy the space together. It's also important that the space can accommodate special events like festivals, parades and city wide celebrations.

That all old retail and restaurants continue to be in place

existing neighborhoods less impacted

I don't want really crowded areas. If there are going to be a lot of people, there should be enough space for them.

I prefer the office area away from the main square and pedestrian zone.

Push office space to the edges and outer roads where you want easy access to the street. Don't crowd out the cultural center with bland office space. Use some office space to sheild neighborhoods from nightlife on the main promenade (walking street).

We are excited to bring back the original grid from 1860s when our founders created Santa Clara. The height of buildings should be on the Lafayette St side. We are excited to create a modern downtown Santa Clara theater on Franklin and Washington which attracts university students with modern movies and anchor as a regional destination.

Designing Franklin street as a wide central pedestrian only boulevard allows much more flexibility in layout of cultural and community spaces. Offices should not be clustered as it creates excess traffic during rush hours.

Unfortunately, the most valuable of this area is the East side, with both SCU and Caltrain close by. This technically encourages higher density of both office and residential land use on the East rather than the West side.

People in their residences shouldn't feel like they are in some fake New Orleans replica (because absolutely no place is like New Orleans). They should be able to go about their lives with the choice of whether to join in the fray or not,

limit franchises but focus on light commercial with some housing

Leave it alone

open area with outdoors restaurants and caffee shops

A vibrant downtown should have lots of affordable retail and mid-range restaurants. A little bit of housing and office space.

I prefer easy access to Retail, especially small businesses, not BIG BOX stores.

It is low enough density not to block the sun from those on the street. Like a welcoming place should be. Need the sun to light and disinfect.

Bigger mixed use area is best.

The residential and retail land uses seem to be priorities in all 3 plans, but it's important to note that office space is also quite useful to draw in businesses (and consequently tax dollars). Gown & Town seems to do the worst job of this, while the other two plans allow for quite a bit of office land use.

It's fine to let it mix. Just don't turn the area into a concrete jungle. It has to be pedestrian friendly and walkable with retail, restaurants, and cultural attractions that make it worth a trip.

Keeping restaurants, shops, etc easily accessible to pedestrians

spread out the destinations. distancing for people and parking options

THE USE OF LAND SEEMS TO BE PRETTY WELL DISTRIBUTED THROUGHOUT THE PROJECT BUT BECAUSE OPTION 1 HAS MORE DISTINCT AREAS FOR RETAIL, OFFICES AND CULTURAL, I LIKE THAT BEST.

problem is to make the main part retail with a blending in of housing to complement the retail (above retail). Also on Homestead and Benton there is the need for a smooth visionary transition for those residential who are looking towards Franklin....something which does not look ugly...ie..a large hedge,cypress trees,etc.

Mix use is the best of both worlds it creates a mini city environment that is walkable and can be enjoyed by all.

Makes sense to put office on Monroe, out of the core. Offices don't contribute to socialization.

More commerce less housing

Core should be in the center all together.

that it does not appear to be all office, or all housing

Separate areas for the college kids and shoppers. I dont want to trip over beer pong, but I do want to wander over a watch them play beer pong.

more green please.. more gardens.. more vegetable.. more tree canopy

Parking

With covid office space may not be needed as much with more work from home while housing there should be for business owners/tenets, work live units. Housing that to be there should be affordable for students and those who make under \$100,000. Housing can be mixed uses but should be multi income level.

land uses that bring a daytime and nighttime population to the area

I like having some office use towards the center of the downtown to help drive customers to the businesses there.

Office & retail centered around a plaza will create a vibrant, energized space.

Prefer small, non chain retail, restaurant and Inns, not huge conference center. There's another part of Santa Clara for that. Use the new resources already in place.

I like the first option because it has businesses in the center, with retail being heavy. Worried about housing being center and noise uses from the retail and entertainment.

Everything close together, not pulled apart

Central Square is best since all of the social activities should take place there.

Office and culture should be allowed to develop organically, though Lafayette is better for offices. the focus shouldn't really be primary office space, though. This neighborhood should be housing that supports a cultural core, retail, and street vending.

Minimizing auto traffic impact on local residents.

main cultural attractions should be at the town square

Keeping the offices around the center and the residential around the perimeter provides more privacy and evening quiet time for the residents

I like anything that keeps the feel of two distinct centers, new downtown and university.

no comment

Prefer retail more spread out, theatre rather than retail backing onto the non pedestrian streets

Again - closeness is always key- no one wants to walk 3-5 blocks for dinner - they want something close and Convenient

No problem of mix use of land. Residential use should be minimal.

I prefer office spaces to be away and separate from the retail locations, if I'm taking my kids there, I would prefer to be surrounded by retail as opposed to seeing office space mixed in.

Providing higher density and a better downtown is key.

Keep retail and restaurants as the emphasis. A small upscale hotel (think Hotel Valencia in Santana Row) is a good choice. Less housing. Keep offices and housing off the pedestrian focused streets or set back so that retail and restaurants are out front.

The LAST thing we need there is offices. If you want an area to be a hub of activity for its residents, then cut out the office space and residential, and Make the emphasis on dining, small retail, & entertainment

I would rather see student housing closer to the university.

I like the housing and office space more on the outside.

I appreciate local businesses and want to support them. Also being able to walk to the library after shopping is ideal.

Even distribution of retail and housing

I don't like offices in the middle, they are better at the edges with mixed use and public spaces in the middle

Mixing office, retail and culture is great, because the place will always have something going on.

The land mix has to support a central area for the community to congregate

Restaurants and cafes more important, outdoor seating

Good choice of restaurants and cafes, some retail, places to encourage people of all ages to gather and linger outdoors

Good choice of restaurants and cafes, some retail, places to encourage people of all ages to gather and linger outdoors

Look at Campbell, what works there, could work in Santa Clara.

I like the cultural center in the middle of town. I don't like the businesses in the middle of the meeting area however. I would prefer residential in the center of town with business on the exterior

in 2 and 3, middle area is too empty

Creating a sense of a commercial hub as opposed to scattered retail activity

Has to emphasize stores and culture but also have a housing community around it that uses the space

I think it is smartest to have one main street with retail on both sides. This idea is most emphasized in option three, making it the most preferable option.

The center should have a good mix of shops and community related places. Having things in each section might be nice so that there is some organization

I would want for the mixed use spaces to be even and symmetrical across a map, to make thinking of and navigating the downtown very simple. I like option 1, but don't love the office spaces being in the center.

Retails should be bunched together

I like them kept the the sides of the downtown.

Less housing more of a shopping center

Housing should be the emphasis not directly on franklin and retail and commercial office space should be the focus on franklin. Gets rid of neighborhoods feeling and feels like a downtown.

pedestrian priority is given where there is retail

I'm not sure what "Cultural Core" would contain, but I think it's important that offices be grouped together and not mixed in with housing to create a greater sense of community.

I think the cultural core needs to be centrally located in downtown. If it is not, the commercial spaces on the far side of downtown will get less attention than those closer to the central core.

That it is centralized rather than being spread out in random areas.

I want there to be something for everyone to do. I want it to be a space where you are excited to bring visiting grandparents or friends.

I like the idea of moving towards a more office rich area as you progress down the street but also offices all in the dead center.

that culture is at the forefront

Putting an emphasis on commercial and residential at the center of the layout while placing office space on the exterior.

LESS HIGH DENSITY HOUSING

streets that encourage activity and pedestrian traffic at various times of the day and week while making safety a top priority.

That the space isn't overcrowded and has enough access to be pedestrian friendly

We have a dire housing shortage - please maximize the housing

which layout offers the most access for drivers, mass transit, pedestrians and bikers?

As long as it is walkable, I'm fine

Emphasizing housing and retail over offices and creating a good walking boulevard along the main street

Like things grouped together works. Putting entertainment next to housing is a recipe for complaints, controversy and litigation..

Putting everything in Center creates same issue as putting retails on either side of road. You need to distribute. Every block should have balance of retail, office and housing. And let retail drive the map

Downtown needs to fit in with the rest of Santa Clara. It shouldn't be too hip or too slick. Ideally, it won't look as if it was shoe-horned into a tight space. Avoid the over-large-buildings-with-narrow-alley-like streets-and-minimal-open-space model of Santana Row !!

There needs to be some good space for families and kids to run around. Not necessarily a park, but at least some space to run around-- similar to the small Santana Row park in front of Starbucks and Maggiano's.

If there's going to be a square, I'd like to see that really come to life with outdoor performing spaces, cafes, and al fresco dining, perhaps connected to more tucked away spots along the other streets. I'm not sure why the retail ready sections are not focused specifically on these kinds of establishments all focused on the central hub. The option with the office in the center isn't a bad idea since it would mean no residential over the central square, which may come alive in the evening. Again, it will work if the outdoor spaces are unique, lush, and inviting.

I don't have anything to say.

it is a lot of housing!

Lots of restaurants, street cafes, bookstores, fine gathering places

I think a strong balance of office is important as it will be what supports the retail on a day to day basis.

I am not sure what the "offices" are for? If they are intended space for, as example, a dentist office, or an insurance office, or a real estate office, then I don't want those intermixed in the downtown space. I feel those types of offices should be on one end of the downtown, and then shops and cafes should be on the other end. I don't think those types of offices should be intermixed with shops and cafes, or with a movie theater. It would also be nice to have the ability to close the streets for weekly/monthly farmer's markets, street fairs, etc.

I like that offices are central in option one, surrounded by housing. This seems the most natural to me

Less office space near the university would be good

Due to height, noise and parking, offices should be on the perimeter not in the center. The Theatre (again) should have its original SANTA CLARA vertical announcing the Downtown and I would prefer it

in its original location (on Block B). As stated above, coffee shops, bars, and restaurants (all with outdoor seating should be in the center of the Downtown

blocks of entertainment, retail spread throughout, less office space

indoor outdoor feel and design

I strongly favor mixed-use development that mixes retail cultural business and residential development

I would drop the affordable housing. Put it at a less costly site.

the central core is vibrant - distribution could create unintended dead zones.

More housing! Also the office is better scattered around instead of concentrated.

good mix of retail/office/living space

central location is best

As long as there's retail frontage, I don't care. I slightly prefer cultural to be in the middle, because otherwise people will not go out of their way to pass by it.

We should prioritize more homes and more people.

Balance throughout the center, I like the mixed use component for retail and housing or office a lot. Ease of access from the parking area would be a concern though

retail should be concentrated along Franklin over 3-4 blocks, not spread out at different edges of Franklin.

Even though I prefer Options 2 and 3 when it comes to integration with SCU, I like the mix of uses best in Option 1.

Too much office is here but some is okay...Not over due the retail as we're seeing even at Santana Row a slight downturn has created a ghost town there...the affordable housing needs to be placed somewhere outside of these plans or be part of % of requirement in the housing buildings

I like when the is utilized but not over crowded

Office Emphasis should not be in core.

I think we should focus more on housing rather than office buildings. Housing is so much harder to find in the area now anyway. Plus, with the current pandemic commercial real estate might not do as well in the future. I'd rather leave people houses in this area.

close together

Option 1 has great focus in the center of the development, but will be a traffic nightmare due to only having 1 parking garage. It really needs to be a good mix so that it encourage people who live/work (and hotel guests) to want to walk around the area.

That the social areas are close by, and that the office and housing is separate but not far away from the cafes.

General comments, concerns and questions

Worried that you guys are building way too high, making it downtown San Jose. Nobody really wants that, if we did, we would drive 3 minutes to go. Overdeveloping the land should be your main concern. You can always develop more buildings higher if there is a demand for it, but right now there is no demand for 7 story buildings in the middle of Santa Clara.

I have worked in the Santa Clara area for years and look forward to a city center

In favor of whatever SCU leadership thinks best - I will support

Thank you for your work on this. Simply implement everything I have said and recommended and you will be successful! JK. Great work. Thank you!

YIMBY gang

Downtown should have multiple buildings that are 20 stories by the time this plan expires. Everything than can be done to intensify downtown will diminish demand for greenfield development elsewhere in the region and save the environment

None

#3 would have a smattering of all types in Phase 1 along with affordable housing.

All three are rather overbuilt. The area needs more open space and smaller retail businesses.

Thank you for soliciting community feedback and for incorporating into the city's planning process.

Be careful

I'm 65, born and raised in Santa Clara and remember riding my bike downtown and going to the Santa Clara Sport Shop, I was so disappointed when the downtown was redeveloped into a mall (big mistake) So, I'm really excited about this plan and hope to see it happen in my lifetime. I would not advocate Option 2 that gears the downtown toward students. I don't think the 18-23 year old should be the focus of what I hope will be the City's identity. It should have elements that appeal to the greater city demographic.

Please see my comment above. And additional concern is the general overwhelming of the nearby neighborhood by the large scale development. Perhaps at Santana Row approach would be more desirable – at least it's somewhat aesthetically pleasing, if only serving the high end economic populations (A HUGE downside of that approach).

I am VERY concerned about so much affordable and student housing in Downtown. This is NOT what California's Surplus Land Act requires. The City destroyed Downtown 55 years ago. I want a real Downtown back ... NOT a PUD for housing.

I like the larger gathering/ open space. I like the taller buildings center and stepping down. It is important to preserve buildings

This whole area is inappropriate for this level of development.

Central is the best. I like all the tall buildings concentrated in one area.

A theater is a waste of space.

I am a third generation Santa Claran. I love that Santa Clara is finally making a real downtown. We have needed this for so long. I really hope it is done right. A real hub for our town.

Option 2

There are numerous historic assets in and surrounding the downtown—the new architecture should blend and enhance the areas history. Not interested in replicating just honoring it. The downtown experience should clearly explain/ID visually through architectural elements, public art, signage and landmarks who is Santa Clara. Our town and university each have their own stories and they each should be told visually. Santa Clara City is more than just a mission site. Our founding was triggered by gold rush wealth that came to buy land and prosper. I can introduce you to our local historians—excellent resources.

Please make an effort to preserve as many mature trees as possible.

Go back to the drawing board ,drop the height and make a real downtown , not another congested housing project ! With the way the city has already been compromised at least give us one place with restaurants and shopping that isn't covered with apartments !

I like the central square setup the best, but would not prioritize student housing in the center.

Why HIGH density needed?

Central square.

These design were created by developers for developers to make money. I can clearly tell that public input was not used especially with the building heights.

I am very concerned that this development is a positive and not a negative for the city's residents. It could have a negative impact on nearby residents if it impacts their personal parking, adds traffic problems, or causes tall buildings to loom over them.

I am looking forward to the development of this area as I know we as a city had a great historic downtown and while we may have destroyed that in the past, it has given us the ability to craft our own going forward to incorporate what will help bring people together going forward!

Housing should be first along with restaurants.

It's extremely important to have high quality/interesting architecture, not a fake looking downtown, like Santana Row. Bicycle/pedestrian access, art, and music are vital.

option 1

Most important is that we get the project kicked off. We need to stop discussing and trying to get a consensus between everyone, but instead need to act.

Come up with a series of old towns that have done this for hundreds of years (old town Florence, as an example). Fast tack permitting process for building styles that exist in those locations. Please no soul-less glass and steel buildings.

Great maps and diagrams. Street level view from common vantage point (Franklin@Lafayette, Franklin@Main?) would be nice eventually.

Questions have to do with student housing and if the University is involved with this, and if so, how. Concerns are that it is too high population density with such tall buildings, and not enough open space. You are putting big city blocks in the middle of a residential area. The university has a lot of tall buildings but also a great deal of open space. Except for the University and a couple of buildings, this is a residential area with houses, small apartment buildings and yards. Save the big multi housing projects right up against the sidewalk for El Camino.

Traffic, housing density in an existing neighborhood and lack of respect for heritage architecture. Not well thought out.

We love Santa Clara and are excited to have a downtown area. We would love the opportunity to be able to walk to downtown to eat and shop. We frequently head to Campbell, Los Gatos and Sunnyvale to eat and participate in events. Let's make this possible in Santa Clara!

My concern is too many high rises and density in the amount of space being developed. Question about student housing is the University subsidizing? Will it be affordable housing? What about affordable housing for the working citizens of Santa Clara?

My main concern is the increased traffic in the area. Especially on Lafayette where there is already a bottle neck when traveling south from elcamino to SCU. I am also concerned with the ability for our schools and other essential business to accountants the increase in population. As it is this area only has 2 small grocery stores, and schools that are already overflowing with students.

Downtown implies a place to go for shopping, dining, and entertainment. These show very small retail spaces in comparison to the size of the ground, and just a food hall? It really looks more like student housing for the university, office space, and housing, then throw a bit of retail in it. Not really a reason for people to flock downtown.

If Santa Clara is considering theaters, I suggest Alamo Drafthouse.

Parking and traffic will be a big issue so please keep that in mind when making your choices.

I want to be supportive of your hard work. I live in this neighborhood and am very happy with the current situation. We have fantastic restaurants, a farmer's market, a lovely University and a fantastic senior center. I don't want something to detract from those truly wonderful things. I don't want traffic to overwhelm our already boxed-in area. However, if it is going to overwhelm it, I want there to be appropriate parking. I'd like buildings to capture the charm/aesthetic of the Victorian neighborhood, but also sort of tie in to the Mission aesthetic. That's a tough one:) I'd like this to be a safe place to cross streets into the "downtown" so I'd like the street crossings on Homestead and Benton to be considered as part of the design plan... charming/safe/open pedestrian bridges or an increase in street lights. After answering all the questions, I realize that my dream design would be a combination of the Contextual design and the Central Square... basically, adding a central square to the contextual design. I know you can do it! :)

We need places to shop and restaurants to eat in. We have to go to other cities for that. Stop building high rise living with shops below that are empty. There are no shops on El Camino under the new housing developments. I keep giving all my money to other cities.

whatever you're thinking about having for parking you need to at least TRIPLE it. there is NEVER enough parking and there is NOT convenient transportation to the area without it.

Overall I would like a downtown that is pedestrian friendly. I don't want too much office as this could increase traffic in and to the area, housing is great, I would like to see more open space. I am not really keen on having a hotel in that area.

Lafayette should be pedestrian friendly till El Camino and the park near El Camino. It will allow people to hangout in park after shopping or taking a dog to park after hanging out in downtown.

The project will be successful if it brings together students and residents, who historically have fought over the neighborhoods. Downtown may provide a space for them to mingle and become one community. Those groups are the priorities. Only then, should the area look to be a regional draw. Santa Clara has a problem of always wanting a regional draw but rarely getting respect for it (SCU, Great America, Levi, Valley Fair, Young's City Place, etc). Santa Clara should be content on being #2 to San Jose. The downtown should reflect that. Aim for the densities of Mountain View or Palo Alto, not San Jose or Redwood City (though I love Redwood City for ideas). You will most likely hear from many of the local residents (senior citizens) and not many students or the suburban families. Ensure that you get those opinions too. The senior citizens want the 1960 downtown Disney-fied; the students want excitement and walkability; the families will want farmers markets and a retail mall. Find the balance and we'll be fine. The senior citizens will deal with it for the remainder of their years; students will come and go every 4 years; the families will want something that will last and be

affordable.

As for urban form of the site, treat it like a mall. You will need anchors or intriguing sites on each end to draw people across the retail and in the middle to draw people inside from their cars. Campbell has only minor anchors; people walk aimlessly and give up when they get tired. In the converse, Redwood City has the courthouse, theaters, and historic buildings to draw people through (they're working on the next phase: expansion).

Thank you for listening.

hard to respond to such general concepts

I am very interested in seeing models, as that is how my brain works.

I want it to look warm and inviting, lots of trees, planters, park benches. I imagine you are going Santana Row-ish with the big buildings, mixed use. I want it to feel like a destination where you want to have dinner and just walk and linger afterwards, have a coffee if you want. Unique shops and restaurants. No franchises! Support the local business owners!

We need a downtown that is vibrant, inviting that draws elements from where Santa Clara has been and where it is headed, plant beautiful trees and landscaping that will be treasured and celebrated as a community focal point and become heritage trees for future generations, proud Santa Clara's. Celebrate culture and diversity, backbones of our community.

Go back to the drawing board and remove the high density housing.

I really think option 2: Gown and Town, has the best landuse options that fit the community, however I like the central plaza layout in option 1.

I'd like to see more about what Pedestrian Priority on Franklin St means. Does it mean zero cars during shopping hours? Because I want zero cars more than anything.

All too dense

I probably would need to be in all the City planning meetings to understand this question, but I'll take a guess on what it means to me now. No matter which option is selected, I say focus on the parcels that support open space, low rise buildings, and the priorities of SCU.

Pls make it beautiful. I'm all for more development but most new developments in Santa Clara look cheap.

Please take transit service into careful consideration in developing this plan since not all folks will be able to drive to the area.

Let Santa Clara University get their own housing on other side of The Alameda. We need good housing for our workers and affordable, not too much low housing, but some. We want a family community

feeling. Making sure our internet and phones work everywhere in the area. Being that all the buildings will have a lot of metal and concrete, we don't want interruptions on those free services. No public gatherings after 10:00PM

Flow, synergy, attractive buildings, keeping sunlight a big factor for which use goes where.

I appreciate the opportunity to see the visuals. In the end, the big question will be the viability of this effort - ensuring that retail space is affordable. We can't invest all this money for store fronts to be empty because of high rent.

Safety for residents/visitors in the day or night, stable businesses to be enjoyed on weekdays or weekends, plenty of parking options that will not be encroached on for new development (sadly such as is happening nearby at Santana Row)

Keep some housing affordable for the people who need it. Keep rent prices reasonable to attract student use of the housing.

Wow. So seeing that perspective view really makes me realize how much this downtown is not at all what i have gathered from all the posts over the last couple years. What happened to the charm and old historic aspect of it all?! This just all looks way too commercial and I'm actually not at all excited about this project right now. Super sad. I didn't realize all these huge buildings we'd be having. And please for heavens sake don't make the parking garage look commercial and standard. Can't you make it look like this whole downtown vision grew out of a historic Mexican town? Throw cobblestones, terra-cotta tiles and plaster on EVERYTHING. make this thing sing with style and historic aspects I beg you. If ya need help holler.

looks like a gate entrance

Consider putting parking belowground rather than aboveground, and/or minimizing its impact. The multistory parking garage is the worst thing about Santana Row.

With the increase in business and housing in such a dense and focused area, what steps are being taken to mitigate traffic, which already backs up along Lafayette Street?

Will Park Central Apartment be torn down under these plans. It would be a shame to tear down buildings that are relatively new.

Do any of these concepts allow for the idea of outdoor pop-up shops? It might be nice to incorporate a designated area(s) for such, allowing locals who may not have the funds or time to run a storefront but would like to share their craft, produce, flowers, specialty food, etc. just 1-3 times a week (beyond farmers), for special events or on a short-term/seasonal basis.

I don't like that the second choice seems to not have affordable housing options (?), and that it has a very bifurcated sense of "town and gown". The "contextual" seems to accommodate the "gateway" concept better without seemingly like the historic downtown is something entirely separate. The first option, though, seems like an exciting center of activity that might draw students into the community in productive ways, and also preserves existing historic architecture in valuable ways.

affordable housing, food, retail - mixed use.

To be truly forward-thinking, design for pedestrians and public transit first. Only consider cars later. As the Bay Area as a whole progresses, people will come to treasure leaving their cars behind.

NONE OF THESE! Spending this type of money before the Stadium shows any profit is criminal.

I love the idea to Build and not stay too far behind, I love to see this happen

An abundance of student housing would be optimal

what will renovation for the new downtown look like? What will be the cost of the project? What will happen to current business owners in the area? How long does the city expect the project to take?

Im a SCU student so I am biased towards SCU students and what they would like.

This does not relate to building allocation, but a major priority for me as a female student is safety. I have never felt safe walking just from campus to the downtown area and have experienced harassment such as cat calls, and know of other students who have experienced far more dangerous situations. I avoid the area as much as possible for this reason and I think many other SCU students do as well. Please consider this as a major factor, especially as you consider putting student housing there. I would 100% not live in student housing in that area simply out of fear.

Keep the post office.

It all looks great- honestly thankful for any change! Thank you for doing this

The City should exercise its options to purchase franklin street from Prometheus ASAP. Then as Park Central apartments are developed, the City should purchase more from Prometheus.

Do not do downtown Sunnyvale. Do CAMPBELL, Castro Street, on a slightly smaller scale. More Mio Vicinos and Taplands. Maybe a nice consignment shop. Get businesses in the vacant spots like the City Lights space to prove viability before going forward.

Building heights>2...3 stories will create a "canyon" feel. No one outside the immediate area will visit. NO, NO, NO to buildings >3 stories, except immediately across from University. 3...5 story housing immediately across from University and ground level supporting retail.

Students are lazy and will not walk an extra step unless they must: use the University's location to pull students through the entirety of the downtown, letting them see more than just the most near section.

None.

n/a

Santa Clara Currently does not have anything appealing to attract people to come into a proposed downtown area coffee shops cafés restaurants absolutely nothing we need it desperately.

Thank you!

There seems to be an awful lot of parking here. I hope that the city is taking the opportunity to prioritize other modes of transportation (bikes, public transit, walking) over single-use automobiles as climate change and terrible traffic are ever-growing issues in the Bay Area.

I would like to see as many victorian houses preserved as possible. As an alumni of SCU, I would like to see student housing and retail closer to campus, keeping taller buildings away. I like Option 3 the best, except for the fact that the tallest buildings box in the plaza. I appreciate how the office buildings are further away in options 2 and 3.

Please make sure there are indoor and outdoor - free and paid - activities and not only restaurants and bars. Example: space for outside markets/events/music. Inside space for theater, exposition etc.

I looked at the old photo of the city's plans when the original downtown was torn down. These high profile buildings resemble that photo. My preference is that its a small space and larger buildings on Franklin Street will cast it in shade too much. Height should be on Lafayette Street. Again, the DCTF should have reviewed this already for clarification.

Concerned that the Downtown Task Force didn't get a chance to present their ideas, plans and considerations to our community before this survey was distributed. The process seems a bit fragmented to me. Did this process bypass the previous work the task force was involved in? We want a downtown and hope the neighborhood and old quad residents opinions are considered...

My mother, Rose Giannini's uncle and aunt owned the Lucca Cafe. I have recently returned to Santa Clara, and I'm so happy to be able to join this group and hope everyone can help bring back a Santa Clara central downtown for all of us.

Quit the clumsy zoning, and required mixed-used space that can put homes near work & activities.

Do not let just a small group of people control everything that happens in this area.

The most important part for me is the historical context. The buildings should all be done in a historic style (late 1800s to 1940s) and not just a historic looking face on a cookie cutter building.

please make it look historical and authentic. fake facades look tacky.

The buildings style should be historic looking, late 1800's to early 1900's style to go with the historic homes near by. Also Lafayette st. Should be 2 ways only with a nice island with plants. And maybe a arch that goes across road indicating "old town" or "old quad" santa clara . Or downtown.

I am concerned that the buildings will not look historic and authentic. They should reflect the history of the city not a bad fake mission style that gets painted like the building on El Camino that look like a

horrible flash back to The 1980's. Bad color choices look fake. No one needs salmon colored fake mission style buildings with false cheap decorative accents that serve no purpose.

Phasing the construction is likely to fail. The first phase is built, lacks critical mass to attract customers and is considered a failure and the remaining part of the development is abandoned and then takes a new direction. If so, the option that builds retail and student housing first is best if phased development is used. Best solution is do not phase, find a developer who can build the whole thing and create a destination. The original idea was to bring back the old downtown. The old downtown was primarily retail with offices and residential above. 1 to 2 story, while we will need to go to higher building heights to recover the redevelopment costs, we should preserve as much of the "old Downtown" feel and function as possible.

We are in vital need of a downtown. Please do not over develop. Something similar to downtown Campbell would be perfect. Please, please, please do not go higher than 3 stories. Keep streets wide. Should be plenty of outdoor dining and entertainment areas.

I really like the positioning of the parking structures in Option 2. Having a more major parking structure along Monroe and Lafayette, and having them on opposite sides (one more on Benton, one more on Homestead) feels like it'd be better than having the major parking concentrated on one side or the other (e.g. all long Homestead in Options 1 & 3).

There is a great concern about putting main street through and leveling the apartment complex which will be very costly. This apartment complex should be utilized in Inc. in any future downtown plans.

Quit ruining this town!!! Some things are better left alone!

Unique retail and restaurants are needed to pull town residents and locals from other towns to the area repeatedly. Student housing should not anchor the open spaces. Student housing should be close to University/Lafayette.

And doesn't the university already have a lot of real estate to build their own housing upon? You should be focusing on young professionals, not students.

Make sure it's a place where people young and old can come to enjoy our city and have a night out and be able to walk the area

My biggest concerns: 1) green building - rooftop gardens, solar, LEED certified etc., 2) walkability/ bike-ability and avoiding high traffic zones, 3) preserving the historic buildings in Santa Clara. When development increased in the 1970's & 1980's, Santa Clara lost many of its treasured historic buildings. We must avoid this happening again.

Hopefully this project will get started soon!

I'm concerned about the density of housing and retail. It doesn't appear to be restoring anything of Santa Clara downtown. These units would be better suited for El Camino or Alameda. The impact on the schools (Washington, St. Claire's, Buchser) near this area in regards to child safety and traffic also needs to be addressed. There is not enough parking or street access to provide for this many people/cars/bikes/pedestrians. You also have several adjacent Mills Act historical properties.

7- 8 stories tall would not fit within my "downtown" view

I don't particularly care for the other models but it doesn't give me an option

Why don't you put in a park?

YES to internal, hidden parking structures!! NO to surface parking lots!!

Cancel this "Santa Clara Downtown" idea! Move on to projects that actually benefit the city as a whole.

This project is not necessary or even wanted by most. Not now. Not ever.

The sooner the better I miss not having a downtown

While theaters can be interesting, a theater is a building with very specific uses and without being well utilized can lead to a dead space within the downtown.

None of these options take full advantage of possible building heights near the university. A blend of the contextual and central plaza where large buildings are both near the university and central plaza would maximize the space.

When discussions in the past came up about "a walkable, attractive downtown, similar to the feel of a Santana Row or Mountain View's downtown" that image was very friendly and attractive. The options presented above have lost that goal. Instead they look like a wish list from a bunch of developers after a night of heavy drinking. These proposals are less about warmth and charm and more about "how many really tall buildings can we squeeze into a relatively small area?"

It seems foolish to rebuild the Downtown if the plan is based so heavily on what developers want and so little on what residents want. If it can't be built to suit the residents, it shouldn't be built.

None of what I see is really good and feels like it was thrown together based on a laundry list of wants instead of looking at the area context. There needs to be a community involved workshop to figure out where to put the element.

If we start with housing it will do nothing to bring interest to the downtown area.

It is better to keep the taller buildings in the middle of the new development because there is too much of a stark contrast if the tall buildings are next the neighborhood

Please reconsider the 7 story height. The start of this survey makes the assumption that we need 7 story buildings to be economically viable - the council should strenuously object to that false narrative. Keep Santa Clara as a residential suburban area with a nice downtown, not something that will start to look like extended San Jose. I don't see a bunch of tall buildings in downtown Los Gatos or Saratoga and both are very economically viable.

It would be great if this process could be sped up a little. It's been about 4 or 5 years since groups have been talking and planning, would be nice if there was finally some action on the plan so we could actually enjoy the downtown before we have to move to somewhere cheaper.

Over population and congestion. Concerned with there not Being enough schools for the housing that is going up.

more like a town than a city

It doesn't like there will be much retail from these models and that disappoints me.

Pedestrian only main Street!?!?!?

Franklin street should not be made into a vehicle street at all. A light rail/streetcar & pedestrian boulevard as a central axis of community activity would spread out concentrations of people and vehicle density than clusters of offices and clusters of community buildings. This also removes the need of parking garages, allowing even more residential and office structures to be built.

Another issue is the concentration of value on the East end of the development site. There is almost no demand on the West side of the block besides low density residential. This overwhelmingly favors developments on the East side compared to the West. I personally can't think of a way to fix this issue without very large changes to the neighborhood. Perhaps it is possible to expand the Land Use Framework to include blocks closer to the Caltrain station to take advantage of the better location in addition to the existing study area.

I think it would be helpful to show people the 3D plans first as it's difficult for most people to extrapolate from a flat view.

I prefer the hotel and conference center to be more centrally located.

More lies

The most important thing to develop is a mid-price range area with lots of retail and restaurants. Multi-level buildings with restaurants and retail on multiple levels would be ideal. Stores and restaurants do not have to be relegated to the first floor. If it is housing or office space, I would probably avoid the area.

The 3-D illustrations are helpful, more than the 2-D. BUT... Where will all these new people PARK????? How many small streets will become MAIN ARTERIES due simply to massive numbers of new residents and cars? Thank Goodness I don't live within 6 blocks of this new town center...

Include a decent bar location. A little more upscale.

New design guidelines for general buildings that allow for social distancing given 100 year design criteria for earthquake. Both need to be done or neither. You need to be consistent.

Downtown sunnyvale and Mountain View are great models of downtown areas with restaurants and shops. Nicely lit, comfortable, lots of options.

Great to see that progress is being made to redefine Santa Clara's downtown!

THANK YOU FOR ASKING THE PUBLIC FOR INPUT.

I think the first important thing is for the business to be successful in the area. That points to placement of various sorts that will draw the walking public..ie...main convergent points, cultural placement,etc. Second is the visual effect. You dont want building just sticking up where ever. You want smooth transition just as you want a walking area for the public to enjoy the downtown with possible trees,benches,etc. Finally you want the neighborhood surrounding the whole of the area to be able to look and not see a convergence of high rise buildings. You want a natural setting to the eye that smooths the area out...ie...trees,bushes,etc....

How can we get more involved?

We need to invest the money now on this much needed upgrade. We should cut back on crazy 11 percent pay increases to city officials and spend it where the city and its tax paying citizens benefit most.

Making sure current businesses can continue to function through all of this will be very important.

Let's see how the number of developments already in progress actually invite people to rent living units given what's going on these days.. See if people move into any of the horrendous buildings that already exist along El Camino. Some music venues in Santa Clara is all we need.. No more residential units. And certainly nothing over 3 stories!

I think Convenience would be the key compete with other downtowns

Downtown needs to have city hall, a theater, shops from big name spots to mom and pop shops, They also need to have work and live units so no commute for those or worries of parking. There should defiantly be a university village within this plan on homestead/Lafayette corner. to blend with the

downtown plan but also be able to be its own university hangout or multipurpose. Parking Structure could be in the area designed to be the center surrounded by shops restaurants clubs and bars.

Please respect the words and wishes of the community on this topic. Especially those who live nearby.

Prioritize housing, and don't worry about traffic or parking. Don't worry about activating retail space-- that will happen if there are enough people. Building heights can be considered, but don't limit them too much, especially close to the university or away from/in front of, detached single family houses. Make narrow, human scale streets and get new fire trucks to accommodate them if you have to.

I prefer a minimum of high rise, i.e., 7-story bldgs and a centralization of focus usage.

this is a good project - Santa Clara needs a downtown identity

If you don't create a true core space, this will be like downtown SJ where people are spread out all over and nothing sticks. I really hope this comes together well, I would love to hang out here. The only non-shopping mall area around to hang out at is Santana Row and I'm tired of it.

One thing that should be done is an effort to create a nice space with all of these buildings, and to have them feel like they go together. that is why I think getting rid of the commerce building and plaza is important. it is such an eye sore and looks very out of date. it will clash with these designs. Also I like the idea of public parking, not just resident parking. I am always impressed with how the city of campbell built that parking garage as it started to rebuild downtown and it was a great forward thinking investment.

Thank you all for your work on this!

Keep anything and everything to do with the 49ers or the stadium out of the planning.

I think the city of Campbell is something we can copy- not so big but plenty of restaurants and place to gather- if we add hotels and housing and student housing above those establishments then that could work - affordable housing can be minimal and on the outskirts ir avoided all together

Such project is a disguised form of massive housing development under a name of DOWNTOWN. The outcome is 6 blocks of high density housing with increasing traffic burdens to Homestead Rd, which is already beyond its capacity. The developer in exchange, promises some retail spaces and low income housing. Nothing new. But, it is unique to call for public survey. Is it because it uses taxpayer money? Or the land belongs to the city?

Please don't make the downtown all about housing! The streets should be walkable. There should be lots of restaurants with outside seating out front. Small retail not big chain stores. Preserve the history of our downtown and keep the Victorians.

The focus on a new downtown that encourages residents to gather and be a place they want to go to needs to be dining, retail & entertainment focused. Bring in a bunch of tall, dense buildings centered on office space or residential, and you'll have yet another flop at creating a great downtown. Do not

keep repeating the same mistakes. Look at other towns that have successful main street areas and learn from what they have/did.

contextual

Thank you for providing a place where residents can provide input.

Limiting building heights to 5 stories would be ideal in order to maintain the small city feel

What is unclear in this plan is the type of people the housing meant to attract? Is it young families? If so, then where will their kids go to school? Is it young professionals with no kids? Why have affordable housing in separate buildings? Why not mix?

I'm not sure the mix is appropriate, should be less housing and office space. somewhere everyone in the city can use and enjoy

Keep Santa Clara a big city with the small town feel. Stop moving old historical houses. Stop changing the look of the city.

Stop trying to bridge the Santa Clara of today with what we need tomorrow. Today's Santa Clara is 30 years past expiry date. Build a downtown that's designed for Silicon Valley, not Santa Clara.

Don't try to recreate the old Santa Clara downtown. That would be tasteless. We're Silicon Valley. We're not the prune orchard Santa Clara anymore. Accept that we need a Cupertino, San Jose, Palo Alto type downtown.

Not sure the need for student housing? downtown, but if it keeps the University involved, so be it.

Thank you for doing this survey!

build theatre and entertainment at eastern end first, plus some retail

What would happen to the existing businesses? And when is this estimated to be done

add a coffee shop that students would want to work in!!

Student housing increases

each plan has it's own pros and cons so it's a hard decision

LESS HIGH DENSITY HOUSING. LESS GIANT 3+ STORY BUILDINGS. STOP LICKING DEVELOPERS BOOTS.

Please add trendy shops and places to eat

buildings are too tall, population density is too high (think about the next epidemic), not enough ground parking, not enough empty space, trees, grass, etc.

The city of Santa Clara has been very focused on developing land and new infrastructures. I am very concerned about the residents that have been living here for years. My parents and many of my family members have been living in Santa Clara for over 30 years and things have been changing so quickly the last five years. It's exciting to finally have more options for food and retailers but more so shocking and scary. I do not think the residents are really benefiting from these changes. When the Levi Stadium was being build our neighborhood suffered from light, air, and noise pollution day and night. We continue to be a part of the damaging effects when there are games and concerts. There is little to no enjoyment and advantage for the residents of Santa Clara when these huge plots of development are being built, up and running. I feel for the residents that live on the other side of Santa Clara that will now have to witness this downtown project.

Please include an equal mix of franchise/corporate businesses as well as "mom and pop" businesses.

Please prioritize pedestrians/cyclists over motorists - cars endanger pedestrians/cyclists, ruin downtowns, and kill local businesses. Also please maximize the density to provide more homes for our city and make the downtown walkable and viable for local businesses.

Maximize housing and services in walking distance

Pick the development sequence that has the least impact on traffic and access over time.

Looking forward to having a coffee in downtown Santa Clara, hope public spaces will be enjoyed by everyone and that it doesn't become a depressed area

I love the initiative and can't wait for a new downtown

This survey was stupid. You have multiple questions, but it's the same 3 proposals. If you want to survey on the different aspects, you need multiple options for EACH of the 3 proposals. This is stupid.

This needs lot of thought. I guess its not that simple. Please don't make plans like that, instead just sow seeds and let it grow organically

When planning for building height, please consider sunlight and the movement of shadows throughout the day. Please try to avoid too many dark areas that get no light throughout the day.

Again, I'd just focus on making the spaces and buildings unique with a focus on landscaping, either formal or using water-tolerant natural California flora. Try not to create large faces directly on Benton street, focusing more on lots of roofline differentiation and angles. Again, niches and courtyards (public and private) would bring a unique vibe to the area. Maybe also leveraging rooftop spaces on where it makes sense.

A priority is to preserve current local businesses and not do to Hungry Hound what was done to Mondo Burrito - closed and sat vacant for how many years prior to start of development. Took a lot of dollars to San Jose.

I hope it has a great new flexible theater space for SCU/Santa Clara to share, I hope it looks like Santana Row, and I hope it has enough free parking to then become pedestrian friendly/a destination spot

I think small boutique shops, unique, one of a kind shops, and Mom and Pop shops would be nice to have in the new downtown. Valley Fair is so close and it is full of big retail names like Apple, Gap, Macy's, etc. It would be nice to have a downtown full of small businesses, not the big retailers that you can go to Valley Fair for.

You have an opportunity to return the only Downtown in the USA that was completely destroyed by urban renewal - make it America's greatest. Thank you

If you build it, they will come.... but not housing first. Get the theater, hotel and retail in first. make people want to be in the area, then build out the housing and office space.

Make something distinctive or why bother. All I see here is available elsewhere.

Should not try to separate activities, but create a critical mass in the center so that there is street level activity at all hours.

More housing!

I worry about the impact on traffic and parking, especially pedestrian crossing Lafayette. The recent installation of the signals every block makes driving a pain. I understand that the balance is delicate, but the decision makers should spend more time thinking about these issues. No one wants to go to a place where they dread getting around.

We urgently need as many residential units as we can get.

Can't wait for a great urban downtown in Santa Clara - In my mind, it is the only thing keeping Santa Clara from being one of the most desirable cities throughout the Bay Area!

the hotel/conference is needed but not sure in these trying times if it can be financially built but perhaps planned for is best for now

Traffic concerns

again don't know how to review but I would go with one

like retail and services on east side. Afraid fear of change and status quo will hinder needed change to create any thing truly attractive.